

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXX, No. 6 NEW YORK, FEBRUARY 5, 1925 10c A COPY

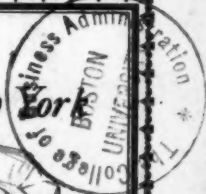
B. A. I. S. 1908 with  
N. W. Ayer & Son

## Edinburgh—Paris—New York

THE French have a way of touching common things and making them radiant with a new charm.

They wave the wand of magic over mildly interesting perfume and it becomes an odour ravishly seductive. A few yards of dress material, a bit of embroidery, and—*Ma foi!*—a costume Parisian, elegant, exclusive. The chef in his shining kitchen takes the unflavored, unsweetened gelatine of J. & G. Cox, Ltd., that comes from Scotland, dour land o' kirks and sturdy virtues, and—*Voila!*—his soup becomes famous for its richness, nutrition, body. Or with Cox's Gelatine, a bit of left-over fish or meat, a bed of lettuce, an olive or two, and—*Tres bien!*—a bewitching salad.

In the advertising of Cox's Gelatine in America for The Cox Gelatine Co., New York, we have followed monsieur le chef into his kitchen and stood at his elbow. Here are recipes that reveal his art and expose his thrifty economies—savories that tempt truculent appetites, sauces smooth as cream, provoking desserts, *si délicieux!* In them madame la housewife finds inspirations that lift the monotony from three meals a day.



## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# The Federal Method

1. Ascertained facts.
2. A fundamental plan.
3. The Interrupting Idea.
4. Separate diagnosis and individual treatment for each advertiser.
5. Behind each account, the full advisory resource of the Federal Board.
6. A triple Federal Operating Contact:
  - a. The executive who directs.
  - b. The service representative who creates.
  - c. The detail representative who follows through.



The Federal Method, in detail and with exhibits, will be explained to any advertiser to whom this conception of agency service appeals.



FEDERAL  
ADVERTISING AGENCY, INC.  
SIX EAST THIRTY-NINTH ST., NEW YORK

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXX

NEW YORK, FEBRUARY 5, 1925



## Should Advertising Shoulder the Cost of Radio Broadcasting?

Are There Dangers for Both Radio Industry and Advertising in Use of Advertiser's Dollar to Entertain the Public? What Do Advertisers and Radio Industry Say?

By Albert E. Haase

**M**EN who have rolled up comfortable fortunes in the radio industry won't buy radio stocks in 1925. They see too much trouble ahead. So far as they are concerned the investing public can hold the bag.

Why? Because they realize that they have neglected the most vital part of their business—broadcasting. While they have been selling receiving apparatus as fast as it could be turned out, alien hands have got a strangle hold on broadcasting.

The phenomenal rise of radio securities after Victor's McCormack performance opened a few blind eyes. Victor broadcasting sold radio receiving sets in a volume far and beyond the sales of phonographs and records. And by so doing it made clear this dictum for the radio industry: Poor broadcasting means poor business; good broadcasting, good business, and extraordinary broadcasting, extraordinary business.

The men in the radio business who have heard that dictum are the men who say they won't buy radio stocks. But it seems unfortunate that they go no further than the assumption of this negative attitude. They sit with their hands in an attitude of prayer, hoping that the Government or a superman will step into the situation and put their house in order. And meanwhile the burden of broadcasting continues to pile up

increasingly on the shoulders of advertisers. Week by week the number of broadcasting stations that are trying to get their hands into advertising appropriations grows. Advertising agencies are being offered a commission of 15 per cent by a number of broadcasting stations. The "special" representative plan of the newspaper and periodical, whereby an individual or organization contracts to represent a number of publishers is being copied. One ambitious salesman has signed contracts with fifteen Western broadcasting stations that give him the advertising sales rights on their stations in certain territories. On stations that do not charge for broadcasting, press agents are popping up in an endeavor to turn radio into gold for themselves. Over such stations they are delivering talks on individual businesses for which they charge the manufacturers mentioned therein a stated price per talk.

There is no doubt in the minds of many who are getting their livelihood from radio that if this mad rush to get the advertiser's dollar for the support of radio continues, radio itself will suffer. And that would mean public resentment against advertising—all forms of advertising—for the public does not distinguish between advertising mediums. It is this very point that makes it im-

perative for all thoughtful manufacturers to watch and study the attempts that are being made to turn radio broadcasting into an advertising medium.

Colgate & Company, a national advertiser that has made use of radio broadcasting on different occasions, for example, has this viewpoint. "Over-advertising," George S. Fowler, of that company, says, "will kill radio, for which I would be extremely sorry. But more important than that, it would hurt all advertising."

Advertising agencies are solicitous about the effect that the broadcasting of advertising may have upon all forms of advertising. At the headquarters of the American Association of Advertising Agencies a study of advertising by radio has been going on for some time. The association is now picking a special committee that will go into every phase of the subject. James O'Shaughnessy, executive secretary of the association, believes there is danger in the present use that is being made of radio for advertising and has expressed his opinion in these words: "Any form of communication has possibilities as an advertising medium, but the big question is to find out if these possibilities are worth while. All advertising, no matter what the medium, must be agreeable and desirable to those to whom the advertising is directed. It cannot be said that the present methods of using radio broadcasting as an advertising medium are especially agreeable and desirable to those to whom the advertising messages are directed. But it can be said that continued inept use of broadcasting will be bad for all forms of advertising."

This viewpoint is important. For the benefit of advertisers and advertising agencies that appreciate its importance, and know that any harm done to advertising means a money loss to them, PRINTERS' INK has set out to get for them the story of the endeavors that are being made today to turn radio broadcasting into an advertising medium. Facts and opinions have been sought from

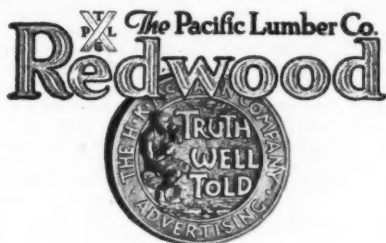
men and organizations in the radio field and from organizations and individuals who have been solicited or sold radio broadcasting "space." The facts and opinions thus gathered are set down here, impartially, without fear or favor.

#### HOW IT BEGAN

The story properly begins with the American Telephone and Telegraph Company since that organization now owns the patents on radio broadcasting apparatus and since its station, WEAf, was the first to sell advertising over the radio. The fact that the Telephone company owns these patents is of great importance. It acquired them during the war, at the suggestion of the Navy Department, through agreements with the Radio Corporation of America, General Electric Company and the Westinghouse Electric & Manufacturing Company. Under the agreements thus made the Telephone company and its subsidiary, the Western Electric Company, in exchange for the right to manufacture and sell radio broadcasting apparatus, gave the Radio Corporation of America title to their selling rights on all radio devices sold to the public under patents that had then been developed or would be developed for thirty years. The Radio corporation in its turn agreed to purchase 60 per cent of its requirements from the General Electric Company and 40 per cent from the Westinghouse company, in return for the patents on receiving and transmitting apparatus that those two companies had thrown into the pool.

Of course, the Telephone company was anxious to have the rights on broadcasting. It saw wireless communication as a possible direct competitor of wired telephony. Certainly it was a wise protective move from the Telephone company's standpoint. Today, with basic patents on radio transmission in its own hands, it can retard or develop wireless communication as rapidly as its own physical conditions will permit if it discovers that wireless telephony can supplant wired com-





THE Pacific Lumber Company is the largest individual manufacturer and distributor of California Redwood in the world.

But until five years ago, even The Pacific Lumber Company was known almost exclusively West of the Rockies. The great bulk of the country remained a huge, untouched market.

It has been the province of advertising to help put The Pacific Lumber Company in active touch with that immense new market. It has introduced to the home builders, architects, building contractors, industrial users of wood and wood specialty manufacturers of the East and Middle West this high-grade specialty wood, *Redwood*, with its peculiar adaptability to many industrial uses and special forms of construction.

A story with meat in it, that! A story of live appeal to exponents of "*Truth Well Told*".



## THE H. K. McCANN COMPANY

### *Advertising*

NEW YORK  
CHICAGO

CLEVELAND  
LOS ANGELES

SAN FRANCISCO  
MONTREAL

DENVER  
TORONTO

munication in any great degree.

Now it is probably due to the very fact that the Telephone company acquired the transmitting patents on wireless telephony that the present-day confusion on: "Who Is to Pay for Broadcasting?" arises. When the Telephone company acquired the patent rights on broadcasting, radio receiving set manufacturers then and there lost their chances for direct control, or participation in the control, of an unseen but nevertheless vital part of the product they were selling. Nevertheless, from that time on manufacturers of radio receiving sets have sold their products with an implied guarantee that this service of broadcasting would be rendered in perpetuity at no cost to the consumer.

It is clear that radio receiving set manufacturers have not dealt fairly with the consuming public on this question. Although four years of practical broadcasting have passed into history, it must be recorded that radio receiving set manufacturers have failed to take any appreciable steps to finance radio broadcasting or to clarify the question: "Who Should Pay for Broadcasting?"

#### THEY NEVER GOT TOGETHER

It seems sensible, now, that all important radio receiving set makers should have immediately joined hands with the American Telephone and Telegraph Company when that organization began to transmit radio programs to the general public. Either the radio receiving apparatus companies should have sought a conference with the Telephone company, or the Telephone company should have taken its problems to them. Apparently neither party approached the other. To the failure of broadcasting and receiving interests to seek out each other and discuss the question: "Who Should Pay for Broadcasting?" can be attributed the flood of advertising that comes over the radio today. Many reasons doubtless moved the Telephone company to endeavor to get some revenue out of

broadcasting. Three ways of obtaining revenue were open to it: (1) Selling transmitting apparatus; (2) Wholesaling its long-distance wires for broadcasting station hook-ups, and (3) Selling advertising space on its own stations and other stations that could be hooked up with its stations. It chose all three in varying measure, putting the greatest load on advertising. Let the words of the present chairman of the Telephone company's board of directors, H. B. Thayer, describe how the company came to sell advertising space. He has said:

"... We established an experimental broadcasting station in New York in order to be better able to study not only radio transmission problems, but also public taste in broadcast entertainment, and to furnish advice to our associated companies with respect thereto.

"By this time there was widespread popular interest in broadcasting, as was evidenced by the growth of the industry furnishing apparatus for radio reception. A realization of the extent of this interest led to a sudden demand for broadcasting stations from individuals and concerns wishing to establish a contact with the public for their own benefit by means of matter transmitted through the ether.

"Consideration of many of these applications disclosed that all of the economic factors involved, as well as the high costs of operation and maintenance, had not been fully realized. It was apparent that if there were a large sale of broadcasting apparatus, some purchasers would experience disappointing results. It was also clear that a multitude of stations would create a condition of congestion that would certainly lessen, and might possibly destroy, the value of broadcasting to the public.

"From the financial standpoint it would have been profitable to manufacture and install all the broadcasting apparatus sought for. We deemed it a better policy, however, to point out all the factors and risks of the situation, and for those wishing to broadcast, to

## The Hand That Rocks The Cradle—

YOU'VE heard it often—"the hand that rocks the cradle rules the world." Well, they don't rock cradles any more—modern mothers will tell you it isn't good for the baby—nor do they rule worlds.

But the spirit of the saying is as true today as it was a hundred or a thousand years ago. Only the modern equivalent would probably be something like this—"The hand that tends the baby holds the purse."

Certainly it is an indisputable fact that the woman who stays at home is the woman who either buys or influences the buying of everything concerning her home and her family.

Also, she has time to read the advertisements—especially those in *The American Needlewoman*. These she not only has time to read, but she *enjoys* reading.

The 650,000 home women who, each month, "read, mark, learn, and inwardly digest" *The American Needlewoman* not only read their magazine, but they *work* with it. They keep it open before them for hours while they embroider or crochet or knit from its pages of explicit directions. They keep each month's copy of the magazine for months—often for years—because they regard the material in it as valuable and important information, to be cherished and kept for future use.

And they *buy from its advertisements*.

That is why we suggest that *you* advertise in this medium where your audience is 100 percent purchase-powerful.

## THE AMERICAN NEEDLEWOMAN

WILLIAM F. HARING, *Adv. Mgr.*  
270 Madison Ave., New York City  
Telephone, Caledonia 8002

W. H. McCURDY, *Western Mgr.*,  
30 No. Dearborn St., Chicago, Ill.

offer our own station at moderate rates, so far as our allotted time limits for broadcasting would permit.

"We are confident that by thus assisting in checking tendencies that were putting the future of broadcasting in jeopardy, we have acted only in the best interests of the public."

Now it may appear from this statement that the Telephone company waited for advertisers to seek it out. This is not exactly the case. Even in the early days of broadcasting it sent out a man drawn from its own organization to sell "space" on the air over WEAf. After some three months, when he had been able to sell only about \$500 worth of space to advertisers who were so anxious to use broadcasting, the company began to put trained advertising men on its soliciting staff. It has since continued to add men with advertising background to that staff.

Moderate rates for advertisers did prevail in the early days. According to reports, the charges at first were \$100 for ten minutes. Today the charge is \$250 for ten minutes if the advertiser's copy is in the form of a talk, and \$250 for half an hour if entertainment is furnished by the advertiser. All expenses in connection with the hiring of the entertainers are borne by the advertiser. Within the past year advertisers have been offered a chance to use seven stations simultaneously. These seven stations are located at New York, Philadelphia, Boston, Buffalo, Pittsburgh, Providence and Washington. They are available as a unit to advertisers who will furnish entertainment, at a price of \$1,600 for one hour. A discount of 25 per cent for cash brings the net cost to such an advertiser to \$1,200 for an hour. The use of all seven stations is not obligatory. Selections may be made. The rate, of course, varies with the number used.

In selling talks that give the present rates, advertising solicitors of WEAf talk circulation figures. Their circulation figures, they say, are based upon Government

statistics on receiving set sales, upon figures on earphone sales and on trade-paper estimates. From all we can gather, such figures can be considered only as *estimates*. There is, of course, no assurance that the rates of today will not be increased. That is a matter for the Telephone company alone to decide. Doubtless that company, with all of the experiences which it and its subsidiaries have had with public rate-making bodies on telephone service, is greatly enjoying its freedom from rate jurisdiction on radio broadcasting. It may be, however, that the Interstate Commerce Commission has a right to regulate the rate. Its right may be predicated upon the fact that the Telephone company is a public utility, or upon the fact that telephone wires are used in the transmission of the advertising. In the latter case, its jurisdiction would be confined to rates made for the use of more than one station when telephone wires are used for the necessary hookup.

#### 536 BROADCASTING STATIONS

Mr. Thayer's remarks concerning the sale of radio transmitting apparatus would indicate that the volume was remarkably low. Paul B. Klugh, executive chairman of the National Association of Broadcasters, estimates that there are about 536 broadcasting stations in the country. It would seem from this statement that the Telephone company must have enjoyed a fair return from that sales outlet. It is reported persistently that some of these stations were not built by the Telephone company. Nevertheless, the Telephone company is free to bring suit for infringement of patent rights in such cases. This, we are told, it is especially zealous in doing when an infringing station starts to broadcast for toll. Stations that have started to broadcast for toll and whose equipment infringed the rights of the Telephone company have had to pay a license fee in the neighborhood of \$2,000 to the Telephone company. It is only just that the latter should be paid  
(Continued on page 139)

After all, the one question at issue is, “Does the Standard Union sell the goods in Brooklyn?”

We have yet to hear from a dissatisfied advertiser.

*R. G. R. Huntsman*  
President

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER

# Try This on Those Who Ask: "Who Pays for Advertising?"

A Reply Based on Actual Experience

By Lee Fleming

Vice-President, Fort Smith Garment Company

**W**HO pays for our advertising?

We don't pay for it. Increased sales so reduced the selling cost that we have paid back to the advertising fund all the money spent for advertising and some was left over to put into profits.

The dealer or the consumer didn't pay for our advertising. Increased production so lowered the overhead cost that we reduced the price of our product \$1.00 a dozen to the retailer, kept the quality up and made our usual margin of profit.

Yet, we signed checks for a lot of money to pay advertising bills.

The question is: Who did pay for this advertising?

It is my idea to tell, briefly, the circumstances that surrounded our campaign. Perhaps an answer will be found in this recital to that old query: Who pays for advertising?

We manufacture overalls and work pants. We sell direct to the retail trade. It took us twelve years to build a business from scratch to a certain volume without advertising. With advertising the volume increased 500 per cent in two years.

When we decided to advertise we went to an advertising agency to work out plans and invest our money. The fact that the appropriation was a modest one was all the more reason it should be spent in a way that would give us 100 cents on the dollar and to get this full value for our money was our reason for going to an agency. We knew how to make overalls. They knew how to advertise. We thought the two made an excellent combination.

So that we may use approximate figures we will say that in our

first twelve years we had built our production up to 1,000 dozen a month and our overhead and selling cost was \$4,000 a month. That made a cost of \$4.00 a dozen. Two years after becoming advertisers our volume increased to 5,000 dozen a month. The overhead didn't remain the same but increased 100 per cent to \$8,000 a month. As a result, the overhead and selling cost was reduced to \$1.60 per dozen.

We reduced the price \$1.00 a dozen to the retailer, paid back 50c. a dozen to the advertising appropriation and had 90c. a dozen *extra profit* on account of the advertising.

## CAMPAIGN EXPLAINED TO DEALERS IN ADVANCE

Before the advertising campaign started and during the time it was running, mailing pieces were sent to all desirable retailers in our territory, explaining the advertising to them. The salesmen were equipped with portfolios showing the advertisements, publications, detailed circulation, and so on. Selling the campaign became the chief work of both the salesmen and the direct advertising.

Dealer resistance was broken down. Previously, salesmen would work three towns to sell one dealer, doing much missionary work without tangible results. Now they work five towns and sell seven dealers in the same time.

New dealers were added by the score. Old dealers became more loyal to the line. Dealers who had previously been indifferent to the line and changed brands from time to time became interested, displayed the goods and advertised the Flyer Brand in their



THE RIGHT MAN  
CAN DEVELOP THIS INTO ONE  
OF THE HIGHEST PAID  
COPY JOBS

**T**HESE are his qualifications. He is, potentially, one of the ten best copy men in the country. His mind is fresh, keen, unconventional. He gets an equal kick out of Anatole France, Jack Dempsey, and Delancey Street. He is clever enough to know that cleverness alone is worth nothing. A student of advertising, he digs deep for ideas. He is a craftsman.

The job is with a New York agency of long standing doing a business of approximately two million dollars. It is an agency with a limited number of accounts of high quality. It has earned a wide reputation for the sincerity of its service. Its growth is steady and in the right direction.

The man we select will become one of a small group of creative men upon whom we are building an exceptional service organization. His associates will be men of his own kind.

Write us about yourself in detail. In addition, tell us what advertisement in the current issue (February 7th) of the Saturday Evening Post you consider most effective, and why. Your letter will be held in strict confidence.

*Address "N", Box 93, Printers' Ink.*

own advertising as a tie-up with our general advertising. The salesmen sold more accounts in their territories and sold larger quantities to all accounts.

Now we get to the point of the story.

One of our competitors—and a very close friend—was in our office one day. He remonstrated that we were making a terrible mistake; that a line bearing so small a margin of profit as overalls could not possibly stand the cost of an advertising campaign such as we were conducting.

"But, Ed, it isn't costing us anything," we answered. "The increased production absorbed the cost."

"Well, the dealer is paying for it then," he countered.

"No, we reduced the price to the dealer \$1.00 a dozen and still had more profit left after paying back the amount spent for advertising."

Ed remained silent for a moment, rubbed his chin and gazed into space. Then he said: "You say you don't pay for advertising because it pays for itself. The dealer doesn't pay for it as he gets the overalls \$1.00 a dozen cheaper on account of the advertising. The consumer doesn't pay since the dealer can sell them to him cheaper."

#### WHO DOES PAY IT?

Then, as if he had his argument cinched, he asked: "You sign checks to pay for the advertising, don't you? That money comes from some place. Well—who pays it?"

"Ed, you are right," we answered. "Someone does pay for our advertising. *We* don't pay for it. The dealer doesn't pay, the consumer doesn't pay for it. Ed, you pay for it, you and our competitors who don't advertise.

"We take your customers and consumers which increases our production and lowers our selling and manufacturing costs. You pay either in loss of production or in the cost of selling new dealers. Ed, you have the secret—the fellow who doesn't advertise stands the cost of advertising."

## Additions to Campbell-Ewald Staff

Norman Craig, A. K. Higgins and H. Ledyard Towle have joined the New York office of the Campbell-Ewald Company, Detroit advertising agency. They were formerly with Frank Seaman, Inc., Mr. Craig as vice-president and chairman of the service committee, Mr. Higgins as production manager and Mr. Towle as assistant art director.

Mr. Craig at one time was director of sales of the Aluminum Castings Company, Cleveland, Ohio. For five years Mr. Higgins was manager of the copy department of N. W. Ayer & Son at Philadelphia. Mr. Towle was formerly with The H. K. McCann Company.

Mr. Craig has been appointed manager of the New York office of Campbell-Ewald, and Mr. Higgins will specialize in service management.

## Vocalion Record Account to Dorrance, Sullivan

The manufacture and sale of Vocalion Red Records has been taken over by the Brunswick-Balke-Collender Company as previously reported. There will be no change in merchandising policy. The Vocalion Red Record will be marketed by its own sales organization, through the same jobbing system as heretofore. Dorrance, Sullivan & Company, New York advertising agency, will direct the advertising of the Vocalion Red Record in co-operation with Edward Strauss of the New York office of the Brunswick-Balke-Collender Company.

## R. N. King to Join Barton, Durstine & Osborn

Robert N. King has resigned as director of advertising of Earl & Wilson, New York, and will join the staff of Barton, Durstine & Osborn, Inc., New York advertising agency. This change in position will become effective early in February. He has been with Earl & Wilson for twenty-seven years and has been advertising director for the last twelve years.

## La Palina Account with Kastor Agency

The Congress Cigar Company, Philadelphia, La Palina cigars, has placed its advertising account with the New York office of the H. W. Kastor & Sons Company, advertising agency. Newspapers will be used in a campaign which will start in March.

## H. F. Malloy, Vice-President, Shoe Retailer Company

Harry F. Malloy has been elected vice-president of the Shoe Retailer Company, Boston, publisher of *The Shoe Retailer* and *The Hosiery Retailer*. He has been associated with the company for the last six years, most recently in the capacity of New England manager.



# Intelligence Test for Space Buyers:

## 1. Why did the Boston Evening Transcript in 1924

- (a) carry a greater volume of National Advertising than in any other of its 96 years—a gain of 197,068 lines?
- (b) cut down by 191,612 lines, the lead of the daily with the largest volume of National advertising?
- (c) carry 326,496 more lines of National Advertising than the daily paper showing the largest gain?

## 2. Is this remarkable showing of the Boston Evening Transcript in any way connected with the growing tendency of space buyers to buy quality rather than mere quantity circulation—and to choose the paper that shows *the highest ratio of BUYERS to readers?*

## Boston Evening Transcript

*Highest ratio of BUYERS to readers*

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles

# *Your Product and T*

**D**URING 1924 the Chicago Herald and Examiner published 1,018,717 lines of amusement advertising . . . a gain of 32,994 lines over its amusement lineage of 1923, and 145,624 lines more than the second newspaper . . . *more* amusement advertising than was ever published by any other Chicago newspaper.

[[ The above figures furnished by the Advertising Record Co., an independent audit bureau supported by all Chicago newspapers ]]

## **Chicago Herald**

NEW YORK: 1819 Broadway

# d The Theatre-Goer

**W**HICH facts are significant and interesting to national advertisers. The newspaper that carries the greatest volume of amusement advertising *must* have an audience responsive to that advertising... And people who have money for theatre, concert and lecture tickets, are excellent prospects for any standard product.

*Circulation is Power*

**"BUY IT BY THE MILLION!"**

## **and Examiner**

**SAN FRANCISCO: Monadnock Bldg.**

# Why National Radio Advertisers Prefer the Chicago Daily News

"Results"—that is the story in one word. Following the lead of other experienced and successful advertisers in the Chicago field, national radio advertisers in the year 1924 placed a greater volume of their advertising in The Chicago Daily News than in any other Chicago daily newspaper.

The following figures, supplied by the Advertising Record Co., an independent audit service maintained by all Chicago newspapers, show the distribution of national radio lineage among Chicago daily papers from January 1 to December 31, 1924.

## AGATE LINES

The Daily News.....	167,608
Second paper.....	157,502
Third ".....	122,790
Fourth ".....	43,907
Fifth ".....	37,594
Sixth ".....	13,647

Radio merchandising is rapidly emerging from the experimental stage, and learning its most profitable markets and most effective mediums. Chicago is one of America's greatest radio markets. And because the 400,000 circulation—1,200,000 daily readers—of The Daily News, embraces the great majority of financially competent households of the city and its suburbs, Chicago's most effective sales medium for all legitimate merchandise is

## THE CHICAGO DAILY NEWS

*First in CHICAGO*

# A Criticism of the Credit Man

And an Outline of the True Functions of the Credit Department

By Ben H. Blanton

NOT all credit men go as far in aiding sales as they could.

A credit policy that is too conservative really increases selling costs.

Let us accept these two related statements as evident facts and then analyze them separately to ascertain their causes, establish in our minds their bad effects, and try to prescribe the proper remedies.

What is the fundamental cause of the mental attitude of the credit man who fails to do his full share in aiding and creating sales? Credit men may be divided into three parts or classes:

(1) The clerk whose job depends upon his ability to keep losses down to a minimum and to keep the books free from undesirable accounts.

(2) The firm member who passes on the credits and, through financial investment in the business, is a law unto himself.

(3) The regular fellow with the courage of his convictions. He stands up for what he can prove to be right and has selling sense together with the ambition to use it in constructive credit work. This type is rare; he does not remain long in the credit department. He advances to a better position, usually another department where his talents can be used to better advantage.

We need consider only the first class because it constitutes about 80 per cent of all the credit men of the country. In many of the great concerns of national prominence, an officer of the corporation may nominally preside over the credit department. The actual credit granting, however, is done by minor officials who have not the authority to purchase even a lead pencil—much less to say what and how much commercial agency information shall be bought to enable the department to function properly.

The credit man is literally born and raised in a negative atmosphere. His first introduction to credit work is an acquaintance with the reference books of Dun and Bradstreet. Here he finds that nearly 20 per cent of the listed names are "blank"; that is, partly rated or with no rating whatever. In other words, out of the million-odd names, one out of every five is a positive menace to his peace of mind, to say nothing of the immense numbers whose ratings demand thorough credit investigation before shipment of an order.

He is constantly bombarded with statistics which show that over a period of twenty-five years of normal times, of the average number of concerns failing, about 95 per cent had very moderate ratings or none at all, and about 4.3 per cent had good credit, and but seven-tenths of 1 per cent had very good credit or higher.

The agency-book is his bible.

Is it any wonder that the credit man takes himself seriously?

The credit man views an order from a standpoint strictly negative in character. He gathers credit information from many sources with a view to justifying himself in rejecting the order. Only when the preponderance of information is favorable does he feel justified in approving the order for shipment.

The National Association of Credit Men, formed in 1896 as a result of the panic of 1893, started out with the laudable purpose of improving credit conditions of the country. Operating through local chapters of the many jobbing zones, it has succeeded in having some good laws enacted by the various State legislatures. I give the association full credit for all the good that it claims to have done, but I believe this is largely offset by the harm that it has caused to sales generally through

its negative influence upon the credit man. It is this negative attitude which causes so much trouble.

The association preaches conservatism as the cardinal virtue. It implies that upon conservatism of the credit department rests the only hope of business salvation.

In conventions of credit men there is usually brought up and threshed out that threadbare and ancient topic: "The Credit or Sales Department — Which Shall Dominate?" You sales managers ought to hear the raw-hidings that you get by the guardians of the country's credits!

Credit men as a whole have made no progress toward placing credit granting upon a scientific basis. There is no literature that teaches modern constructive credit-granting. Compare this situation with the great number of volumes on advertising and selling!

PRINTERS' INK is primarily a magazine of sales and advertising. Yet, I believe a check-up will show that during the last five years PRINTERS' INK has published more truly constructive credit information than has ever been issued by the National Association of Credit Men in its twenty-nine years of existence.

#### CLASSIFYING THE CREDIT MAN

There are few credit men who are really big, outstanding national characters, like hundreds of sales managers and advertising managers. There are two reasons for this: (1) The credit man who runs true to type becomes so warped that he cannot become a big man. (2) The credit man who grows out of the confining bounds of negative pessimism grows into a bigger job. These men who develop usually make excellent executives in financial lines. It is rarely, though, that they make big sales managers because of their negative training.

Before you can make a salesman you must first make a man. Before you can have a credit department that is creative of sales, you must absolutely re-create the credit man and change his nega-

tive character into one that is optimistic and constructive. A character analyst will tell you that this is impossible if the credit man runs true to type, because the credit man and the salesman belong to separate and distinct character types that are almost opposites.

As generally understood, the function of the credit man is to act as the watch-dog of the ledgers. To change this condition and make the credit department a constructive force for the good of the business is a matter of business policy. This policy must be worked out in detail for the credit man by the officials or owners of the business. The policy must be flexible and particularly applicable to their own line of business. It must be applicable to the territory from which sales are derived and to the class of customers to whom sales are made. In formulating this policy the foundation is laid when the attitude of the credit department is changed from its negative position to an attitude of constructive and progressive co-operation with the sales department. If the owners of a business could realize how easy it is to drive customers off the books and how easy it is to keep customers from getting on the books, they would put into effect a system of auditing the records of the credit and collection departments. This would not be an audit of financial transactions but an analysis of the transactions that involve the human elements. This audit will show the nature and extent of the co-operation or lack of co-operation toward making sales and holding customers. Also, it will show whether or not the credit department holds selling costs within bounds or increases them.

As to just what is meant by a "loose credit policy" there is such a divergence of opinion that it is well to fix a standard, merely as a basis for this discussion. As understood by credit men, a loose policy consists in shipping all orders that come over the desk except those that actually flaunt the red flag of danger. A better

definition is that a loose policy is a very liberal policy where the house ships any merchant to whom other houses are shipping, without regard to the merchant's reputation for slowness in settlements.

A loose credit policy may increase credit losses without operating so as to multiply sales. The smaller the sales volume, the more certain is this to be the case.

In a very large business, with total sales high up in the millions and where the individual sales are small and on short time, a change from a conservative policy to a liberal credit policy (backed up by an efficient collection system) will multiply sales and in all probability will lower the percentage of losses. This is because the volume of accounts is great enough for the law of averages to apply in such cases under the conditions stated.

But in a business with only a few thousand accounts this theory is not operative because the number of accounts and initial orders is not sufficiently great for the law of averages to operate. You will readily grasp this point if you are familiar with the principles of credit insurance as written by the companies that insure business concerns against abnormal credit losses. If you wish to pursue this subject further you can draw some interesting deductions from a consideration of the nearly 20 per cent of off-rated or "blank" names in the reference books of Dun and Bradstreet.

In a small business a loose credit policy put into effect for the sole purpose of increasing sales is similar to a poor man attempting to carry his own insurance because of an unusually high rate due to bad physical hazards—he sometimes gets by with it, but he takes an awful chance.

A house with a conservative credit policy and a courteous but efficient collection department establishes a certain kind of prestige among merchants in its territory who pay their bills promptly. If such a house, as a matter of policy, declines to ship the mer-

chants in its territory whose credit standing is known to be poor, this policy becomes known to the good merchants and is appreciated by them. This appreciation is founded upon the fact that they are not being charged an extra profit for the purpose of financing and carrying the slow and unsatisfactory competitors in their locality. Therefore, this matter of prestige must be taken into consideration when formulating a credit policy for any house that sells over a radius of only a few hundred miles.

The loose or very liberal credit policy must be backed up by an efficient and vigorous collection system in order to hold the loss percentage within bounds. This does not mean a "nasty" collection system at all. The sharp, discourteous collection letters of a grouchy credit man will drive away more customers than all of the star salesmen can put on the books in twice the time—and the worst of it is, the sales manager cannot see these customers folding their tents like the Arabs and as silently stealing away.

A vigorous collection system is one where courtesy is the first consideration; where promptness and regularity in routine work are ever present; where persistency is personified. The salesman "pleasantly persuades the prospect to purchase." Collecting is but a high order of salesmanship and the collector should pleasantly persuade the purchaser to pay.

#### A BIG SOURCE OF CREDIT LOSSES

The bulk of credit losses does not come from initial credits, or "first orders"; the bulk of losses comes from accounts which have had more or less lengthy business relations with the house. The majority of such losses arise from the fact that the credit man "goes to sleep" on these accounts. He fails to keep his credit files up to date or fails to understand the handwriting on the wall. The usual type of failure can be forestalled by the average intelligent credit man because this is truly a case where the coming event casts its shadow far before along

the path of business transactions.

Before commercial agencies began to function, before the days of the traveling salesman, merchants and traders came out of the wilderness and crossed the Allegheny Mountains to the markets of Baltimore, Philadelphia and New York. So great were the distances, due to lack of organized transportation, that it was often months before the wholesalers even heard of the safe arrival of the large shipments of merchandise that they trusted to those far-distant traders. It was six months to a year before the trader returned to market to settle his bills and buy more goods.

On the initial visit, the trader was received by the head of the house—the only one with power to decide important matters. This official conducted the trader through the stock and waited on him personally. Through this contact he formed his own ideas of the character and capacity of the customer. Practically the only credit information he gathered was through this personal contact with the customer.

Here we have an ideal illustration of how the modern credit department should function. The credit man should have a genuine and real interest in the sales efforts of the house, even though he may not be fitted by temperament for actual sales work.

Where goods are sold on credit terms there must be someone to pass on credits. It is not safe to abolish the credit department. The individual business itself would suffer and general or national business would be affected unfavorably until it gradually disintegrated through complete disorganization.

The remedy is in regeneration, in re-creating the credit man and in reorganizing the credit department along modern progressive and constructive lines. This is constructive work and therefore comes within the realm of salesmanship. The sales manager can "sell" the credit man on these ideas; it will be a hard job, but it is well worth the effort.

## Technical Publicity Association to Meet

"Measuring Success in Advertising" is the subject that will be discussed at a meeting of the Technical Publicity Association, at the Machinery Club, New York, on February 5. Walter Drey, vice-president of *Forbes* magazine will discuss the subject from a publisher's point of view, J. K. Fraser, president of The Blackman Company, will present the agency executive's point of view and Hoyt Catlin, advertising manager of The Bryant Electric Company, will give the advertising manager's point of view.

## C. J. Sims, Vice-President, Frank Presbrey

John Clark Sims has been elected a vice-president of the Frank Presbrey Company, Inc., New York advertising agency. He will be associated with Alfred Gratz in the management of the Philadelphia office and will also be a general representative of the company in serving national advertisers in the United States. Mr. Sims has been conducting his own agency at Philadelphia.

## Changes in J. Walter Thompson Company

Kenneth H. Hinks, who has been head of the Chicago research department of the J. Walter Thompson Company, has been transferred to the San Francisco office. He is succeeded in the Chicago office by Henry C. Campbell, formerly chief of the division of research of the Bureau of Foreign and Domestic Commerce, Washington.

## Paul Christian to Join Ayer

Paul Christian, sales and advertising manager of the Dairymen's League Cooperative Association, Inc., will join the headquarters staff of N. W. Ayer & Son at Philadelphia about February 15. He has been associated with the Dairymen's League for the last two years. He previously was with the Sun-Maid Raisin Growers, Inc., as division sales manager with headquarters at New Orleans.

## Advertising Men Elected Trustees of Postal Life

Harry E. Lesan, president of the H. E. Lesan Advertising Agency, Inc., New York, and W. J. McIndoe, advertising manager of *The Continent*, Chicago and New York, have been elected members of the board of trustees of the Postal Life Insurance Company, New York.

## Has Omar Cigarette Account

The American Tobacco Company, Inc., New York, has appointed the New York office of Williams & Cunningham, Inc., advertising agency, to direct the advertising of Omar cigarettes.



# Philadelphia Saved \$7,435,000 for Christmas Presents Last Year



Philadelphia, the "Workshop of the World" and the "City of Homes," covers an area of 129,714 square miles.

**D**URING the month of December, 1924, the Christmas Saving Clubs of Philadelphia banks disbursed almost seven and one-half million dollars which Philadelphia's "Big Fellow" had saved to make Christmas a merry one. But this vast sum is only part of what Philadelphia spent.

The Bulletin goes into practically all of the 412,000 separate homes of the city and 100,000 more outside the city limits.

Philadelphia is a huge market of nearly three million people — third largest in America — instantly available through one newspaper, at one cost.

With over half a million copies daily, The Bulletin naturally dominates Philadelphia—there can be no substitute for circulation. The circulation of The Philadelphia Bulletin is one of the largest in America.

## The Evening Bulletin

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending December 31, 1924.

(Copyright, 1925, Bulletin Company)

# The Prest-O-Lite Co., Inc.

Prest-O-Lite Small Tanks & Appliances  
Prest-O-Lite Storage Batteries

Indianapolis,  
Indiana



## ROME METALLIC BEDSTEAD COMPANY PLANT NO. 1

ROME, NEW YORK  
THE COPPER CITY



"De Luxe"

ESTABLISHED 1848

**GILBERT & HARBER MANUFACTURING COMPANY**  
HOME OFFICE AND WORKS  
ST. LOUIS, MO., U.S.A.



CHIEF ENGINEERS IN U.S.A.  
ADVANCE ALL CONSTRUCTION  
TO THE HIGHEST

## MILLSBURY FLOUR MILLS COMPANY

MINNEAPOLIS  
U.S.A.

HOWARD SMITH PAPER MILLS LIMITED  
ONE THIRTY EIGHT HIGHWAY STREET  
MONTREAL

## MCCANN & CO., INC.

PURE FOOD PRODUCTS

DIAMOND SQUARE

PHILADELPHIA, PA.



ALSO SELLING: BUREAU SYSTEMS  
LUBRICANTS

3

**SWANE BROTHERS COMPANY**  
WHEAT, OATS AND CORN PROCESSING

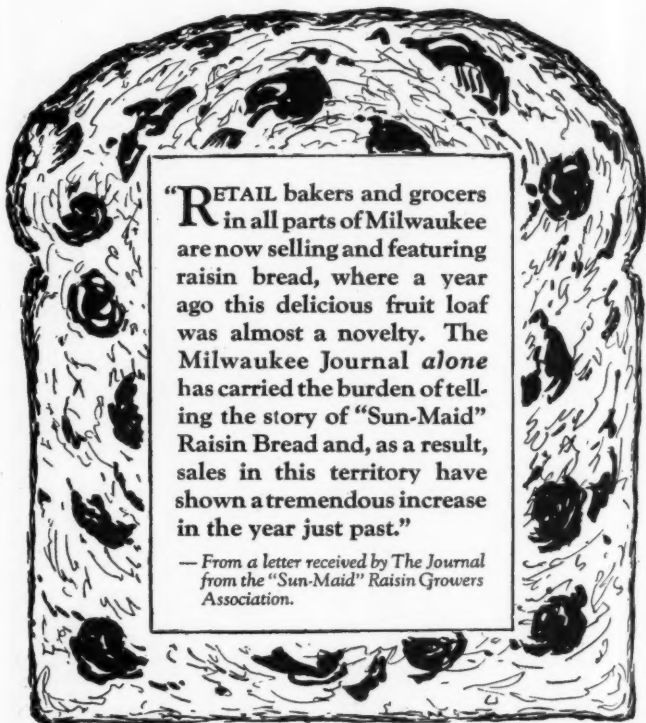
0002  
MILLERS, ROBINSON  
A. B. C. BY EDITION IMPROVE  
REVENUE

GOVERNMENT PRINTING OFFICE: 1964

# The RED BOOK Magazine

*The distribution of the February number exceeds 960,000 copies*

## The "Sun-Maid" Raisin People Wrote This Ad!



**"R**ETAIL bakers and grocers in all parts of Milwaukee are now selling and featuring raisin bread, where a year ago this delicious fruit loaf was almost a novelty. The Milwaukee Journal *alone* has carried the burden of telling the story of "Sun-Maid" Raisin Bread and, as a result, sales in this territory have shown a tremendous increase in the year just past."

— From a letter received by The Journal from the "Sun-Maid" Raisin Growers Association.

## The Milwaukee Journal

**FIRST—by Merit**

**HARRY J. GRANT**  
Publisher

**R. A. TURNQUIST**  
Advertising Manager

O'MARA & ORMSBEE, Incorporated

National Representatives

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

# How Do You Treat Your Small Stockholders?

Many Manufacturers Neglect the Opportunity to Build Good-Will Among New Purchasers of Stock

IN these days when so much advertising is being done for the purpose of creating good-will toward the big corporations, it is surprising that more of them do not cultivate intensively their small stockholders. The public utilities, in particular, are alive to the importance of having their stock widely distributed. The next step, after getting the small investor's name on the books, is to put him in the frame of mind where he will become an active booster for the company's service, products and policies.

Not long ago, a National Biscuit Company stockholder heard a rumor to the effect that the company had made some radical changes in its advertising policy. The news disturbed him. He was an advertising man and believed in the efficacy of advertising. He had made the original investment as much on account of the company's strong advertising policy as on account of its capable management and excellent products.

Although he was the owner of a comparatively small amount of stock, he wrote to R. E. Tomlinson, president of the company, and asked him whether the rumor had any foundation in fact. He did not expect a reply from Mr. Tomlinson. It was his guess that if an answer was forthcoming it would be from some "fourth assistant" and probably be a form letter, at that.

Much to his surprise, he received a telephone call the very next day from Mr. Tomlinson. Incidentally, Mr. Tomlinson did not have his secretary get the stockholder on the phone but instead answered himself—a simple act of courtesy which is all too frequently disregarded.

Mr. Tomlinson replied to every question the stockholder had asked. He did not beat around the bush. Everything he said was

directly to the point and when he finished, the stockholder knew exactly how matters stood.

The incident is of more than passing interest because it indicates the new practice in the attitude of a big company toward its stockholders. A specially opportune occasion for cultivating good-will is when a new name is added to the stock list.

Very few companies do anything to welcome the new stockholder into the family. The stock transfer is duly made, the new certificate sent to him and that is all. He enters the family circle practically unnoticed and unsung.

Less than a month ago, a woman received, as a result of a legacy, small lots of stocks in about fifty different companies. Each one of these organizations—many of them large advertisers—had notice of the stock transfer. As this is being written, *only four* have shown any cordiality whatsoever in greeting the new stockholder. These four are: The Hartford Electric Light Company, Hartford, Conn., The Chase National Bank, New York, the American Telephone and Telegraph Company, and the Guaranty Trust Company.

Evidently, forty-six concerns are neglecting an opportunity to build valuable good-will with little trouble and expense. For their benefit, as well as for the benefit of other corporations that completely disregard the new stockholder as a potential and immediate source of business-producing good-will, the letters used by the four companies just mentioned are printed following.

Here is the letter of greeting mailed by The Hartford Electric Light Company and signed by S. Ferguson, president:

We are very pleased to note that you have become identified with our company as a stockholder, and we trust that we

may always have the benefit of your personal interest in our success.

There are often occasions when helpful suggestions can be made which would tend to make this company, of which you are now a part owner, a better medium of service to our customers and to our stockholders, and we hope that we may count on receiving the benefit of all such suggestions as may occur to you.

It is entirely possible for a public service corporation such as ours to serve the public in a way which will retain their good-will in the fullest measure, and also at the same time insure an earning capacity sufficient to pay to our stockholders a reasonable return on their investment.

This desirable result, however, can be fully realized only if all—customers, stockholders and employees—work together in a broad-minded, co-operative spirit.

Your personal call at any time will be welcomed by any of the officers.

We enclose herewith for your information a copy of our last annual report.

Sincerely yours,

THE HARTFORD ELECTRIC LIGHT  
COMPANY,

S. FERGUSON,  
President.

This letter stands very close to the top of the list of good-will building communications which have come to PRINTERS' INK's notice. It is not overly effusive; neither is it cold-bloodedly formal. It does not make extravagant promises or claims nor does it make irksome requests. It hews close to the line of faultless manners and good common sense. Most assuredly it cannot possibly cause offense and there is every likelihood that it will create an attitude of genuine friendliness.

Albert H. Wiggin, president of the Chase National Bank personally signs the following letter:

THE CHASE NATIONAL BANK  
NEW YORK

I am pleased to note that you have become a stockholder of the Chase National Bank and wish to welcome you in the new relationship. In view of your interest, I am writing you to invite your co-operation in our efforts to increase the business and usefulness of this institution.

Much of the success of the Chase may be attributed to the support received from its stockholders, and I trust that you will make use of our facilities and will recommend this bank to your friends and acquaintances who may desire new or additional banking connections.

Our customers are free to use the main office at 57 Broadway and any of the six branch offices in New York, conveniently located to serve the en-

tire city, and the Hamilton Trust branch office, at 191 Montague Street, Brooklyn. Our facilities are complete and provide for every detail of commercial banking, including a highly specialized service in our Trust and Foreign Departments.

It is our constant purpose to render each customer a service that will meet his individual needs, and we urge you to feel free at all times to discuss your business problems with any of our officers.

Yours very truly,  
A. H. WIGGIN,  
President.

A letter of this type, coming as it does from a bank, is another indication of the vast strides these institutions are making in their understanding of good-will as well as of its application. In fact, so rapidly have the banks advanced in this respect, that it seems as though the tables have just about been turned and that many manufacturers—particularly the forty-six referred to—could now study with profit the good-will building plans of banks.

The letter used by the American Telephone and Telegraph Company is more obviously a form. Nevertheless, it shows an effort to make the new stockholder "feel at home" and deserves praise for that reason alone. It reads:

AMERICAN TELEPHONE AND TELEGRAPH  
COMPANY  
NEW YORK

We are glad to welcome you as a stockholder and enclose herewith a pamphlet intended to give general information about the company and its operation.

The Annual Report of the Directors for the year 1924 giving more detailed information about the financial results, will be mailed to the stockholders upon its completion in March. In the meantime, the report for 1923 will be mailed upon request.

It is hoped that each of our stockholders will take the trouble to become informed as to what the company is doing and trying to do. We shall be glad to be of any assistance in bringing about that result.

The above address has been furnished us as your place of residence and has been entered on our stock book as the address to which all dividend checks and notices are to be mailed. If this address is not correct or if you wish your dividends sent elsewhere, kindly notify our Treasurer at the above address at once. In case of future change in this address, prompt notification to the Treasurer stating the old address as well as the new will be to our mutual benefit. To enable us to mail your dividend check to a

# **The George L. Dyer Company**

**42 Broadway, New York**

**76 W. Monroe St., Chicago**

***The Planters' Bldg., St. Louis***



**Newspaper  
and  
Magazine  
Advertising**

**Publicity and  
Merchandising Counsel**

new address, the notice should reach this office at least ten days before the date the dividend is payable.

Yours very truly,  
H. B. THAYER,  
President.

The fourth letter is from a great financial institution and has more of a strictly commercial than a "pleased-to-meet-cha" tone:

GUARANTY TRUST COMPANY  
OF NEW YORK  
NEW YORK

As a stockholder of the Guaranty Trust Company, we feel that we may assume your interest in co-operating with us to promote its business. We would be very glad indeed to have your name included among the patrons of the company, as well as among its owners, and we invite you to use our various facilities as described in the enclosed booklet.

Deposits to your credit can be made at any of our offices: 140 Broadway, Fifth Avenue and 44th Street, or at Madison Avenue and 60th Street. Particulars concerning minimum balances, interest rates on deposits, etc., can be had upon inquiry at any of the above offices.

When traveling abroad, the officers of our foreign branches in London, Liverpool, Paris, Havre, Brussels, and Antwerp would be glad to facilitate your travel and provide for your business necessities in any possible manner.

Yours very truly,  
CHARLES H. SABIN,  
Chairman of the Board.

Each year the army of investors in this country is growing. When a corporation has from 1,000 to 50,000 and more stockholders, with the number continually becoming larger, an asset of incalculable value is being overlooked if every effort is not made to secure and retain the friendly interest and co-operation of these people. The time to begin is when an individual receives his first shares. Extending the hand of welcome then may mean extra profits later.

### Columbus Agency Changes Name

The name of the Mumm-Romer Company, advertising agency, Columbus, Ohio, has become the Mumm-Romer-Jaycox Company. C. L. Jaycox is vice-president of the company.

### Alabama Publishers to Meet

The annual convention of the Alabama Press Association will be held at Foley, Ala., on June 18.

### Special Information for Food Advertisers

A compilation that should be of interest to every advertiser of food products in the country is a "Selected List of Government Publications on Foods and Nutrition," which is soon to be published by the Bureau of Home Economics of the Department of Agriculture, Washington, D. C.

Miss Ruth Van Deman, a specialist of the bureau, who made the compilation, states that while the list was arranged primarily for home-makers, home economics workers in extension service and schools, the bureau would send copies to advertisers at their request. The list, corrected to January 1, includes the titles, numbers and prices, with brief descriptions, of all Government publications on nutrition and the preparation, manufacture and preservation of foods. It is a complete index of the sources of a great deal of invaluable information on foods. Copies may be secured without cost by addressing the Bureau of Home Economics.

### New Advertising Business Started in Portland, Oreg.

Earl Roach, for six years advertising manager of the Pacific Outfitting Company, Portland, Ore., has started an advertising business in that city under the name of the Roach Advertising Service and Counsel. He will continue to direct the advertising of the Pacific Outfitting Company.

### Has Fountain Pen Account

The advertising account of the Morrison Fountain Pen Company, New York, has been placed with the New York office of the Lyndon & Hanford Company, advertising agency.

This agency also has obtained the account of the Nichols Nasal Syphon Company.

### Montreal "La Presse" Appoints J. P. Callaghan

John P. Callaghan has been appointed business and advertising manager of the Montreal *La Presse* to fill the vacancy caused by the death of Henri A. Robert, which was reported last week. Mr. Callaghan formerly had been promotion manager.

### W. M. Philpott with "Radio Merchandising"

W. M. Philpott, formerly on the staff of the New York office of the *Grand Rapids Furniture Record*, has been appointed assistant advertising manager of *Radio Merchandising*, New York.

### Campaign for Concrete Mixer

A newspaper campaign on Multnomah concrete mixers is soon to be started by the Multnomah Iron Works, Portland. The Adolph L. Bloch Advertising Agency, of that city, will direct this advertising.



**H**OW else could The Indianapolis News have attained the largest circulation in Indiana except through its editorial superiority? The publisher of a newspaper is a manufacturer distributing his product to his market. The best product earns the widest distribution and largest sale.

## *The Indianapolis* **NEWS**

**Frank T. Carroll, Advertising Manager**

**Dan A. Carroll**

**J. E. Lutz**

**110 E. 42nd St., NEW YORK**

**The Tower Bldg., CHICAGO**



**THE**  
**BALTIMORE SUN**  
*sets a*  
*New World's Record*

---

*—divided this way*

*Morning Sun*  
1924 — 8,306,203

*Evening Sun*  
1924 — 16,301,311

*Sunday Sun*  
1924 — 8,178,964

*In Baltimore The Sunpapers Are*

**First—**

**In Circulation**  
AS WELL AS

**In Advertising**

**MORNING, EVENING and SUNDAY**

*That's Why Everything in Baltimore Revolves Around*

**THE**



**SUN**

JOHN B. WOODWARD,  
Bowery Bank Building, N. Y.

GUY S. OSBORN,  
360 N. Michigan Ave., Chicago

---



---

## THE INDIANAPOLIS STAR

carried more *RADIO* lineage last year than any other Indianapolis newspaper. This did not happen by chance. Manufacturers and dealers alike have found that The Star sells most at lowest cost in dollars or *per sale*.

## THE INDIANAPOLIS STAR

was the *only* Indianapolis newspaper that published more paid advertising in 1924 than in 1923. *There has been a change in the newspaper situation in Indianapolis!*

## THE INDIANAPOLIS STAR

has more circulation in Indiana *outside of Indianapolis and Marion County* than any other Indianapolis newspaper.




---

Kelly-Smith Co.  
Marbridge Building  
New York  
Lytton Building  
Chicago

---

Gravure  
Service Corporation  
25 West 43d Street  
New York

# An Accessory Maker Grabs the Buck

The Standard Pneumatic Action Company Shoulders the Advertising Burden of the Player Piano Industry

THE Standard Pneumatic Action Company of New York manufactures player actions for player pianos. These are sold to 127 piano manufacturers in the United States, Canada, England and Australia. The company does not market pianos itself, all its actions being sold as a part of some other manufacturer's piano.

In a marketing sense, a player piano action is an accessory, although its importance to the piano is vastly greater than the importance of the average accessory. This means that the company has to depend for its sale, in a large measure, upon the sales effort of the 127 piano makers who install the Standard action in their products. The peaks and valleys of the Standard business will correspond to the peaks and valleys of these 127 manufacturers, taken collectively.

Despite the fact that there are more than 100 manufacturers in the field using Standard player actions, to say nothing of those manufacturers who use some other type of action, the player piano has not received the volume of advertising that it merits. In comparison with the amount of effort put behind phonographs, or even reproducing pianos, the advertising of player pianos, in the last few years, has been almost negligible. The result has been that sales have dropped below the point they should be reaching. Another result is that certain misconceptions concerning the player piano have been kept alive in the minds of people who otherwise would be logical prospects.

Primarily, this might seem to be the problem of the piano manufacturer. In reality, it is just as much the problem of the action manufacturer, inasmuch as his prosperity depends so directly upon the prosperity of

the companies to which he sells.

It is at this point that the average manufacturer of an accessory falls down. Although he bewails the fact that he is not getting more sales, he is never too busy "bewailing" not to pass the buck along to the companies that buy from him.

Standard, on the other hand, realizes that it must do its part in creating demand for player pianos. The outcome has been a campaign of advertising which began late in January with a double-page spread in a national periodical and which will be followed at monthly intervals by a series of single pages.

In speaking of the campaign, W. A. Mennie, vice-president of the company, says: "The purpose of the Standard advertising is broader than merely to increase the popularity of Standard player actions. Its object is greatly to increase the demand for player pianos. The player piano needs advertising and it is with the aim of creating a much larger market for player pianos that the campaign is being run.

"There is no question that the country affords a market for player pianos far beyond the present sales. To cultivate this market we must tell the public just what the player piano is.

"Each of our advertisements has been designed to break down the prejudice which some people have set up in their minds against the player piano. Each advertisement is intended to create a definite, favorable impression of the product, to quicken the prospect's love of music and to point out to lovers of music how they can gratify their tastes by means of the player piano."

The first advertisement of the series, a double-page spread, reproduced in black and white an

oil painting showing a home scene. Mother is at the piano while one daughter dances to the music her mother is playing. The father and another daughter are watching and listening. The copy, which appears in a box, breaks into the picture at one corner and reads, in part:

You Can Play the Music You Most Want to Hear—with the Skill of a Great Pianist.

Father likes the plaintive melodies of

famous expression and accent devices enable you to interpret in your own way. A special method of air-tight construction brings out the full mellow tone of the piano.

Another paragraph mentions the simplicity, smoothness and durability of the Standard action and the fact that 127 manufacturers install this action in their pianos. A free booklet: "The Gift to Play Music," is offered. At the bottom there is a line-cut of the pedals of a Standard action on which the company's name appears. The prospect is asked to look for these pedals and insist on them when buying a player piano.

The next advertisement in the series is headed: "Making Music Lessons Easy." It takes up the advantages of the player piano when used as an aid to the beginner who is learning to play the piano.

In looking at the copy you will see how deftly the story of Standard has been interwoven with the story of the player piano. Although the Standard action is mentioned frequently the advertisements are primarily praise for the player piano itself with the Standard referred to secondarily.

Of course, the company did not launch the campaign without thoroughly preparing the trade. First, the various manufacturers who use Standard actions had the campaign fully explained to them and were urged to co-operate. As a result, when the company came to announce its campaign to the retail piano trade it was able, in co-operation with the manufacturers who buy Standard actions, to take eighty-seven pages in a single issue of a music trade paper. A number of these pages,

## STANDARD PLAYER ACTION

**Making music lessons easy**

Yet, cannot start the musical education of our children too early. Long before they have learned to walk, you can give them their first music lessons and instill in them a love of music and an appreciation of a Standard Player Action piano.

The excellent and patented features of the piano action are only available to the player piano. The Standard Player Action piano is the only one that can play a wide range of music and keep the rolls straight. The booklet "The Gift to Play Music" is a valuable music teaching device. It is a complete music teacher in the home. It is a complete music teacher in the home. It is a complete music teacher in the home.

Write for free booklet, "The Gift to Play Music," Standard Player Action Company, 418 West 124th Street, New York City.

The Standard Player Action is a complete music teacher in the home. It is a complete music teacher in the home. It is a complete music teacher in the home.

OBSERVE HOW DEFTLY THE STANDARD ACTION STORY HAS BEEN WOVEN WITH THE STORY OF THE PLAYER PIANO

plantation days. Mother likes a bit of Grieg, the Schubert Serenade, or the old love songs. The young folks want the swing of the newest fox-trot or the moaning, stumbling rhythms of the latest "Blues." The five-year-olds ask for the stirring music of a march. And here it is—all music of all kinds at your finger-tips, in a player piano equipped with the Standard Player Action.

This marvelous player action, with its exclusive patented features, not only enables anyone to play the world's best music, but to give it one's own feeling and expression.

The Standard Player Action has the flexible striking finger, which gives the "human touch." The patented Standard Tracker keeps the music rolls in place and insures perfect reproduction. The

**V**OGUE, VANITY FAIR, HOUSE & GARDEN have not been drawn together into an advertising "group" in a haphazard fashion.

Years ago, Mr. Nast conceived the idea of some day publishing a set of magazines to satisfy the various buying habits of the well-to-do families of America.

First, he raised Vogue to the pinnacle of the foremost style authority in the world.

Then he built Vanity Fair into a unique guide for smart women and men who recognize the social and business value of being interesting; there is no other book like it.

Finally, he launched House & Garden as a practical guide to charming homes, their furnishings and gardens.

These three books—Vogue for the smart thing to wear; Vanity Fair for the smart thing to do; House & Garden for the smart way to build and furnish—together answer the spending problems of the class market.

VOGUE  
VANITY FAIR  
HOUSE & GARDEN

THE CONDÉ NAST GROUP

all in two colors, were used by the company to explain the campaign and emphasize the patented features of the Standard action. The other pages were used by individual manufacturers to advertise their pianos.

Copies of this trade advertising were sent to every piano dealer in the United States and Canada, along with a copy of the national periodical in which the first advertisement appeared. In addition, these dealers were sent enlargements of the national advertisement for store and window display. Dealers were also thoroughly circularized by letter.

In addition to this, a letter was sent to 7,000 tuners throughout the country. The tuner often plays an important part in the sale of a player piano and the company is making every effort to get his co-operation.

This letter outlined the Standard campaign and then urged the tuner to say a good word for the player piano in each home he visits. It pointed out that if each tuner made only one call a day tuner co-operation would mean 2,100,000 boosts a year for the player piano. A postcard was enclosed which read: "I'm a booster, you may count on me to help boost the player piano. I believe that much good will result from this co-ordinated effort and am glad to work with you." A space was left for the tuner's name and he was asked to return the card if he believed in the value of the new campaign. To give some indication of the way in which the campaign is being received by the trade it is well to mention here that in less than a week the company received more than 1,000 of these cards from tuners.

At the present time, it is impossible to predict the effect of the company's advertising. Already, however, it has brought a new inspiration to the trade which cannot help being reflected in the company's sales.

The maker of an accessory very often fails to realize his obligations to his industry. A

campaign like that of Standard shows not only a keen appreciation of what the accessory manufacturer owes his industry, but also an equally keen appreciation of the dollar-and-cents value of advertising that plays up the advantages of the product for which the accessory is sold.

### John R. Thompson, Jr. Succeeds Father

John R. Thompson, Jr., has been elected to succeed his father as president of the John R. Thompson Company, Chicago, operating a chain of restaurants. Mr. Thompson's position as vice-president will be filled by R. King Kauffman, vice-president of the Mercantile Trust Company, St. Louis.

### Campaign for Machinery and Pumps

The Tranter Manufacturing Company, Pittsburgh, manufacturer of machinery and pumps, plans to conduct an advertising campaign using business papers and newspapers during 1925. This campaign will be directed by the W. S. Hill Company, Pittsburgh advertising agency.

### Standard Farm Papers Appoints B. J. Parsons

B. J. Parsons has been appointed director of merchandising service of the Standard Farm Papers, Inc. His headquarters will be at the Chicago office. For the last two years he has represented the Standard Farm Papers in the Middle West.

### Become Officers of G. Allen Reeder, Inc.

George R. Jordan has been elected vice-president and Harry J. Precht, assistant treasurer of G. Allen Reeder, Inc., advertising, New York. Both have been associated with this organization for some time.

### Sears-Roebuck Sales Increase

Sears, Roebuck & Company, Chicago, report net sales for 1924, of \$206,430,527, as compared with \$198,482,945 in 1923. This is a gain of \$7,947,582. Net income for 1924 was \$14,354,397, after all charges and taxes, which compares with \$11,513,618 in 1923, and is a gain of \$2,840,779.

### Appoint Sadler Agency

The Ehrlich Safe & Lock Company, and the Savagas Pump Sales Company, both of Chicago, have appointed The E. T. Sadler Company, advertising agency of that city, to direct their advertising account.



# In the electrical manufacturing field, men like

A. E. Drake,  
General Superintendent of the  
Benjamin Elec. Mfg. Co.

E. C. Brandt

Works Manager of the Westinghouse  
Elec. & Mfg. Co.

Arthur C. Stolze,

Plant Superintendent of the Allis-  
Chalmers Mfg. Co.

J. A. Smith,

General Superintendent of the  
General Electric Company

W. J. Thompson,

Works Manager of the  
Worthington Pump & Machinery Co.

*read*

## American Machinist

Tenth Ave. at 36th St., New York

These men look to American Machinist to keep them in weekly contact with new ideas in machinery and shop methods—the ideas which help them turn out their products better, cheaper, or faster.

**"Read by THE BUYERS**

**Wherever Machinery is Made or Used"**

*From original announcement  
made on December 8'h, 1924*

“ We intend and promise that the combining of *Hearst's International* with *Cosmopolitan* shall give to the public a greater magazine than has ever been printed, outstripping even our own best efforts of the past. It at once becomes apparent what this will mean to the advertiser.



*March Issue  
on Sale February 10th*

## 6

*Great  
Serials*

MARY ROBERTS RINEHART  
W. SOMERSET MAUGHAM  
ADELA ROGERS ST. JOHNS  
MEREDITH NICHOLSON  
EDWIN BALMER  
JAMES OLIVER CURWOOD

## 9

*Splendid  
Short  
Stories*

PETER B. KYNE  
RUPERT HUGHES  
NINA WILCOX PUTNAM  
GEORGE WESTON  
FREDERICK R. BECHDOLT  
ROYAL BROWN  
MOLLIE PANTER-DOWNES  
ALMA and PAUL ELLERBE  
BRUNO LESSING

## 14

*Human  
Interest  
Articles*

IRVIN S. COBB  
WILLIAM SLAVENS McNUTT  
JOHN T. McCUTCHEON  
ROSE WILDER LANE  
BRUCE BARTON  
O. O. McINTYRE  
ALICE M. WILLIAMSON  
RAY LONG  
HENDRIK WILLEM VAN LOON  
CARL EASTON WILLIAMS  
NORMAN HAPGOOD  
ERNEST POOLE  
GEORGE ADE  
ED HOWE

## 29 Distinctive Features

# Supremacy

## Automotive Advertising in New Orleans During 1924—Volume in Agate Lines

	TIMES- PICAYUNE	SECOND PAPER	THIRD PAPER
Passenger Automobiles (Times-Picayune leads)....	380,153	175,612	110,616
Automobile Trucks (Times-Picayune leads)....	20,893	8,588	6,885
Tires and Accessories (Times-Picayune leads)....	218,803	180,509	104,303
Classified Automotive Advertising (Times-Picayune leads)....	338,049	170,839	117,418
Total (Times-Picayune leads) ..	957,898	535,548	339,222

### The Times-Picayune's Excess Over the Other Two Papers Combined—83,128 Lines (7 issues a week against 14)

The following car and truck accounts used The Times-Picayune as the backbone of their newspaper advertising in New Orleans during 1924. Many of them used The Times-Picayune exclusively. Numerous others used more space in The Times-Picayune than in the other two papers combined. All used more space in The Times-Picayune than in any other New Orleans newspaper.

<i>Buick</i>	<i>Gray</i>	<i>Marmon</i>	<i>Peerless</i>
<i>Cadillac</i>	<i>G. M. C. Truck</i>	<i>Maxwell</i>	<i>Pierce-Arrow</i>
<i>Chandler</i>	<i>Hudson</i>	<i>Moon</i>	<i>Republic Truck</i>
<i>Chevrolet</i>	<i>Hupmobile</i>	<i>Nash</i>	<i>Rickenbacker</i>
<i>Chrysler</i>	<i>International</i>	<i>Oakland</i>	<i>Rollin</i>
<i>Cleveland</i>	<i>Harvester Truck</i>	<i>Oldsmobile</i>	<i>Star</i>
<i>Dodge</i>	<i>Jewett</i>	<i>Overland</i>	<i>Studebaker</i>
<i>Essex</i>	<i>Jordan</i>	<i>Packard</i>	<i>White Truck</i>
<i>Ford</i>	<i>Lincoln</i>	<i>Paige</i>	<i>Wills-Sainte Claire</i>
			<i>Willys-Knight</i>

The foregoing facts and figures speak eloquently of The Times-Picayune's outstanding merit as a medium for all advertising addressed to able-to-buy homes and requiring definite and immediate results.

## The Times-Picayune

FIRST FOR THE SOUTH

# These Pictures Place the Reader in a "Front-Row Seat"

Close-Ups Which Magnify the Product and Bring It Irresistibly to the Attention

By W. Livingston Larned

HAVE you noticed what takes place, visually, when you occupy a front-row seat in a theatre, with the stage almost immediately upon you? Perspective seems distorted. Persons or objects, front-stage, loom very large, while details in the background appear to be correspondingly small and in miniature.

This illusion serves the advertiser well when he is anxious to enlarge upon a certain object and subdue the background. It has nothing to do, however, with the more mechanical plan of superimposing the object on a scenic or human-interest setting, regardless of relative values and truths in perspective.

No less than six years ago, there was devised for Auto-Lite starting, lighting and ignition systems, a picture device which has since become virtually a trade-mark. It is an altogether charming study of a woman's slippered foot, reaching out, in a car, and touching the ignition or starting button. It suggested ease and delicacy of operation. It refined what might easily have been a too mechanical and commercial theme.

Always behind this out-reaching foot, there are scenic backgrounds, ranging from a factory yard to a scene at the seashore. It has always been true of these illustrations that the foreground feature dwarfed everything else in the composition and was most effective, consequently, from an advertising viewpoint. The foot on the starter was the advertiser's chief concern, although a certain amount of accessory atmosphere was also indispensable.

It is wholly a matter of perspective and point of vision. If you stood very close to a human

foot, in this same position, and looked at it, from the level of the car, you would have the layout described. But this is not an everyday point of vision. We are prone to see objects either from above, or below.

It is always contended that magnifying a single object and bringing it into the foreground in as large a size as possible, turns an advertisement into a catalogue page. The product is shown, but nothing else of any consequence, and life, accessories, atmosphere, are always beneficial. This newer type of front-row-orchestra-seat illustration seems to overcome the above objection.

While skating recently, the writer was interested in the operations of a camera man and an advertising layout artist who drove up in an automobile and staged a scene which was fascinating.

The car was driven right to the edge of the pond. Then, the camera tripod was shortened to a point where it rested just midway of the height of the front wheel of the automobile. This wheel had been so sharply turned, in perspective, that the wheel opposite did not conceal any important part of it. (We later learned that a photographic illustration was in the making for a manufacturer of automobile wheels of a new type.)

When the pond was filled with skaters and was alive with action and life and sunshine and color, the scene was snapped through the *spokes of the wheel*. As finally developed, this was transformed into a most effective close-up picture, highlighted with the action of the skaters. The wheel was reproduced as large as space permitted, and the car parts

vignetted away. The wheel was the thing. But it was so much more than a cold and uninspired showing of an automobile wheel. There was the added interest of the skating figures, the trees silhouetted against the sky and the pond, as glimpsed through those brightly varnished spokes.

This is exactly what we mean

as the illustrations are concerned. By placing in the foreground, legs, in action, shown from the knees down, as large as space allows, every detail of the texture of the stockings can be brought out. There is the real "fabric feel." That these husky limbs are invariably in action is of

material assistance. They may be shown around a tree, in hickory-nut time, as if the youngster were climbing, while background detail, if any, is subdued and thrown into perspective.

It has been characteristic of this series that the animated legs appear to be almost actual size. You are somewhat startled by the "bigness" of the product in its dramatic showing.

Precisely the same idea has been followed for a different product, Baker Velvet, for the upholstery of automobiles. The velvet, reproduced photographically, is draped in a pleasing way, to form an all-over background for the space, while the lifting of one corner, artistically, discloses various

scenes beyond: an automobile along a country road, people on a motor picnic, etc. The velvet is really the drop-curtain of our theatre and you, the reader, have the best of orchestra seats.

Artists resort to some interesting expedients to secure these effects. One series, recalled vividly, was for farm boots and rubbers and a characteristic feature of the art work was the dominating size of feet, in action.

The mysterious and inexplicable phase of it was that the backgrounds were natural in every way and also photographic. There

**Do Not Climb This Tree**  
- unless you are wearing **Iron Clad Stockings**

**IRON CLAD No. 17**  
with Triple Knaps and Double Seams

**Iron Clad Hosiery**

EVERY DETAIL OF THE PRODUCT IS BROUGHT OUT BY THIS TREATMENT

when we refer to a front-row seat composition. But it could only be obtained by placing the eye of the camera down, even with the wheel.

Take a package of breakfast cereal and place it on some high elevation, which overlooks, say a valley far below. Place a camera very close up, but with an eye to some of the distant background. The result will be that the package will appear immense in size, despite the magnitude of the scenic accessories.

A series of pages for Iron Clad Hosiery for children gives the reader a front-row seat, in so far

*"A Class Magazine in a Class by Itself"*



**AN INCIDENT:** *The Herpolsheimer Company of Grand Rapids arranges a window like a page from Harper's Bazar and displays Harper's Bazar and merchandise advertised in the magazine*

*First Notice!*

**A**PRIL brings the Spring Trade Supplement of Harper's Bazar. The April Bazar carries your advertising message to fashionable women everywhere. The Supplement carries this same message, earlier, to the buyers in the stores which cater to these women. There is no extra charge to the advertiser.

First forms for the April Harper's Bazar  
(and the Supplement) close February 25th

*Harper's Bazar*

2/- IN LONDON

50c

6 fr. IN PARIS

were pictures of barnyards, forests and the cutting of winter wood, the dairy, watering stock, and an occasional wide expanse of countryside, dotted with farms. Into these scenes those gigantic feet, incased in rubbers and boots fitted perfectly. They were "cut off" just above the tops of the two showings of footgear.

Ordinarily, it would be out of the question for a camera to secure such composite scenes, and, indeed, in this case, the photographer and the artist practiced something of a professional hoax.

The backgrounds were taken as separate units, with a careful eye, of course, to what was to be done later. Then, close-ups of the booted feet, in action, were made, silhouetted and carefully mounted on the background scenes. The average person would never detect that this patching had been done, because a little retouching and a flash of reflected light here and there covered up any defects.

It should also be mentioned that the studies of the feet were made in a photographic studio, where raised platforms for models were available together with batteries of very strong lights, which had much to do with the brilliancy of the rubber surfaces.

It is a well-known fact in connection with the painting of theatrical scenery, that certain liberties must be taken with true perspective. Angles must be sharpened to increase the effect of distance. These same liberties should be resorted to in drawn illustrations, where a very large object in the foreground is made so by virtue of the contrast provided by certain types of backgrounds.

If the product has some important pattern feature or a complicated and interesting texture, these close-ups are of genuine assistance. For example, a photograph for a lace house was made, by placing a beautiful piece of lace not more than one foot from the camera, and allowing the scene beyond, a ball-room vista, to be glimpsed through the intricate white design.

In this manner, the pattern was enlarged upon, down to the very threads and tiny design, while enough of the animated scene beyond was retained, to give life to the study of the product.

Indeed, it might be said that this front-row seat perspective has come to solve one of the most difficult problems in illustration with which the advertiser has had to contend in his urgent demand for the featured product. He may do it, now, without a disjointed and broken-up illustrative composition.

### Hugh Wallace Company Appoints Joerns

The Hugh Wallace Company, Detroit, manufacturer of Wallace Long-wool knitted fabric and Wallace-Knit overcoats, has appointed the Arnold Joerns Company, Chicago advertising agency, its advertising counsel.

### J. E. Donnelly Joins Erwin, Wasey

J. E. Donnelly, recently assistant manager of the advertising department of The B. F. Goodrich Company, Akron, Ohio, has joined Erwin, Wasey & Company, Chicago advertising agency.

### American Press Association Appoints G. A. Riley

George A. Riley has been appointed vice-president of the American Press Association, publishers' representative, New York. He has been with this company for the last three years.

### Leaves Sharon "News-Telegraph"

L. L. Sallade, advertising manager of the Sharon, Penna., *News-Telegraph*, has resigned to become advertising manager of C. H. Yeager & Company of Sharon.

### Thompson Radio Sales Increase

The R. E. Thompson Mfg. Company, New York, reports sales of radio products amounting to \$415,655 for December, compared with \$203,403 for the preceding month. This is an increase of \$212,252.

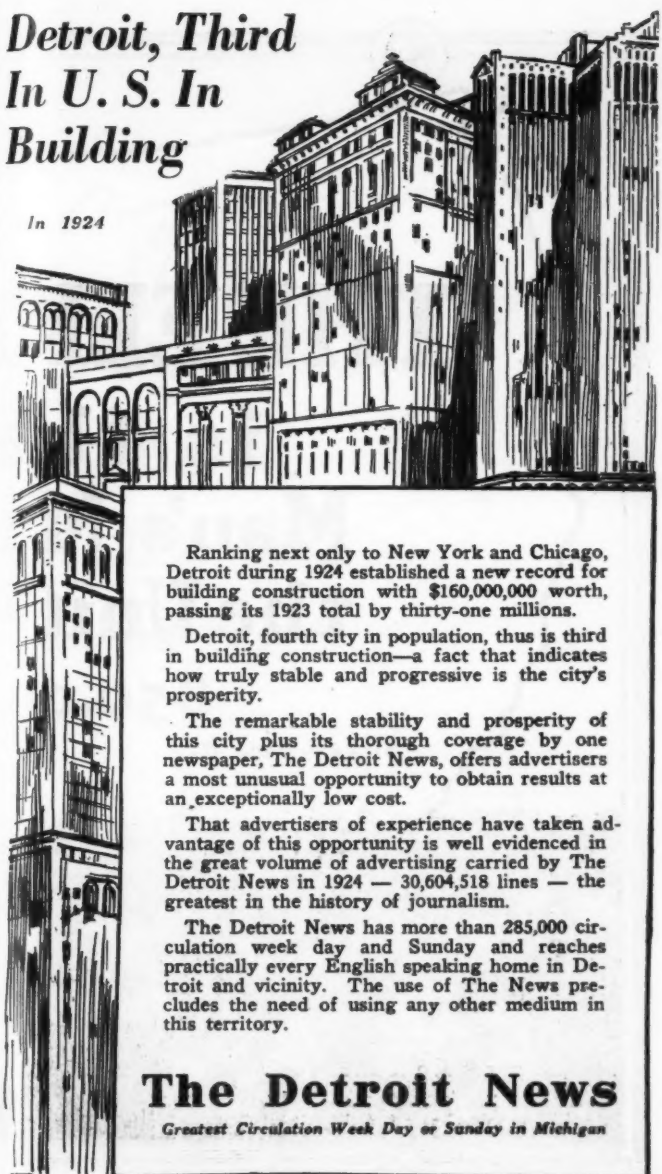
### Appoint Carpenter & Company

The Clinton, Ind., *Clintonian*, the Princeton, Ind., *Clarton-News*, and the Hoopston, Ill., *Times* have appointed Carpenter & Company, publishers' representatives, Chicago, as their advertising representatives.



# Detroit, Third In U. S. In Building

In 1924



Ranking next only to New York and Chicago, Detroit during 1924 established a new record for building construction with \$160,000,000 worth, passing its 1923 total by thirty-one millions.

Detroit, fourth city in population, thus is third in building construction—a fact that indicates how truly stable and progressive is the city's prosperity.

The remarkable stability and prosperity of this city plus its thorough coverage by one newspaper, The Detroit News, offers advertisers a most unusual opportunity to obtain results at an exceptionally low cost.

That advertisers of experience have taken advantage of this opportunity is well evidenced in the great volume of advertising carried by The Detroit News in 1924 — 30,604,518 lines — the greatest in the history of journalism.

The Detroit News has more than 285,000 circulation week day and Sunday and reaches practically every English speaking home in Detroit and vicinity. The use of The News precludes the need of using any other medium in this territory.

## The Detroit News

*Greatest Circulation Week Day or Sunday in Michigan*



# THE ELKS

is the

## Man's Magazine

the United States

850,000

50 East 42nd St.





# **MAGAZINE**

**largest  
magazine in  
States —**

**Identified Subscribers**

**New York City**

# Buying Power!

Oklahoma's  
\$427,000,000 crop  
value gives each  
farm \$2223<sup>00</sup>—a  
\$791<sup>00</sup> increase  
above 1923. More  
*than* 126,000 of  
Oklahoma's 192,000  
*farm* homes sub-  
scribe to ~ ~ ~

---

**The OKLAHOMA  
FARMER-STOCKMAN**

Oklahoma's  
only farm  
paper

# Don't Overdo the Personal Note in Form Letters

Too Much "Friendliness" Is Likely to Make the Form Letter Appear  
Ridiculous

By Ralph Crothers

**I**N a great many lines of business the personal tone in catalogues, form letters, advertising copy and booklets has undoubtedly produced fine results. The man who is selling dahlias and who talks in the language his prospect understands and appreciates, finds that this personal note will make his catalogue far more productive of results. Edward S. Jordan has struck a human note in his automobile copy and it has interested the consumer and made him respond. Many series of letters in which the human element was strong have proved successful.

But isn't there a point beyond which the personal tone, especially when it is sent to a somewhat sophisticated audience, leaves the manufacturer open to a flippant reply?

A follow-up letter which was very popular a few years ago usually began with the phrase: "Mr. Jones has just laid your letter on my desk." The prospect would first receive a letter from someone in the organization without a title. Then would come a letter from the office manager who would say that: "Mr. Jones has just put your letter on my desk." After that, a letter from the general manager would follow and eventually one from the president, at which time the last writer had just put the letter upon the president's desk. The prospect generally got a picture of an organization where everyone was exceptionally busy, going around dropping letters upon other people's desks.

The columnists on various newspapers have recently been having fun with manufacturers who, in their opinion, overdo the personal note in what is obviously a form letter for follow-up. Recently, I heard of a case where a house-

wife was so amused by what was intended to be an exceptionally personal letter that she couldn't help trying to josh the manufacturer about it. She wanted to change the butler's pantry into a breakfast room, and had become interested in the advertising of a manufacturer making certain folding tables and other conveniences for kitchens. She wrote a letter to the company whose advertising had interested her, asking for details and prices and also inquiring where she could see the articles in her local community.

Sometime later she received a booklet without any prices being mentioned or any information as to what local dealer carried the product. Six weeks after the original inquiry, a retailer in a city five miles away called her up and told her that her name had been given to him and that he would be glad to sell her. By this time, the local carpenter had been consulted and was at work making the folding table, seats and other things necessary for the breakfast room. Then, a little later, the following letter was received from the company:

I hardly know what to say to you for I have sent several letters to you for Mr. W—— and we have received no reply.

I am a girl. Just an ordinary girl who thought she could tell you in a better way about the things —— will do for kitchens.

It is only natural that I should be able to tell you about the enjoyment of these conveniences for we have them in our own kitchen.

I know that preparing meals and working in the kitchen is not the pleasantest thing in the world and the things that lighten these duties and make the kitchen more attractive are real friends to women.

If you could only realize the comfort of —— conveniences as I know them! If you did you would not build without including them.

Then, though I don't know very much about the costs of equipment of this

kind, my dad tells me that they're worth five times what they cost. He says they cost him much less than he would have had to pay a mill and they've added a good deal of value to our home.

Perhaps I'm too enthusiastic over these handy units, but I know what they'll do for a kitchen. Perhaps I haven't answered the questions in your mind. Of course, I want you to buy the \_\_\_\_\_ because I want to succeed with this company, but I also know you will be delighted with these conveniences when your building is completed.

If you'll take just a few minutes and write me personally, I'll find out about anything you want to know about the \_\_\_\_\_ line and write you right away.

Please write to me.

ANNE BUCKLEY.

By this time the carpenter had finished most of his work in the house, but Miss Buckley asked so earnestly for a reply in her last paragraph that the housewife, influenced by the intensely personal note all through the form letter—the first one she had received from the firm—sat down and wrote her the following letter:

While I am a poor typist on my new typewriter and the paper *will* go crooked, I just could not help answering your sweet letter.

I too am just a girl, an ordinary girl, a little older than you perhaps, and with two wee tots who seem always to be under my feet when I do my household tasks.

You struck a responsive chord when you said that the kitchen is not the pleasantest thing in the world. I much prefer my garden with its dahlias and asters, but we do have to give some time to our kitchen work.

You say that you don't know much about costs but that your dear dad tells you the things he makes are worth five times what they cost. I think that is lovely to have your dad tell you that and I think he must be a very nice man. I don't think you are too enthusiastic at all as you seem to fear. Do you and your dad both work for the \_\_\_\_\_ people?

I always think it so nice for people in the same family to work in the same place. You ask me whether you have answered the questions in my mind, and that Mr. W— and you have sent me letters to which I have not replied. The only question that worries me at all is the hope that Mr. W— is not angry at me. Is he the head of the company? The trouble is Miss Buckley, that between the time I wrote my first letter and the time I received a reply from you and your dad the carpenter came and I had him build in the things I was going to buy from you.

Do you make a broom closet? Do write me again, personally, and tell me all about yourself and about the broom closet. It is surely good to know you and realize your real personal interest in me.

Although in her last paragraph the prospect asked about a broom closet which she still needed in the house, and although she used the personal tone of the form letter, up to the present writing she has received no reply. And the letter was written about ninety days ago.

A man who has been trying to buy a certain gift for his wife since two months before Christmas told me of another example where the letter was friendly but far from a builder of good-will. He had been impressed by the full-page advertisement in several publications of a stylish-looking product bearing a price he was willing to pay. He wrote to the concern and asked them where he could secure the article he wanted. He received a very friendly letter in reply—an obvious form letter—in which pleasure was expressed that he should be interested in what the concern was making, but that, unfortunately, production schedules had fallen behind and the product had not yet been placed in all the stores. After expressing several other sentiments of personal pride in the product and good fellowship for the inquirer, the letter urged him to come up to the home office of the company, on a certain date, where his slightest wish would be received as law and where his request would be given immediate and courteous attention.

The prospective purchaser went up on the date specified in the friendly letter. The man who wrote the letter wasn't there, but a young lady told him that the factory had fallen down on production and the article wouldn't be ready for another four days. He went up again four days later to receive the same story. He telephoned twice after that and finally went up the day before Christmas at which time he was told that the wicked factory was still far behind and had not delivered even one of the so widely advertised products.

The other evening, a man in the train showed me a very personal letter. It was to the effect that the board of directors of an investment company had given their

---

# Another Record Broken

Chicago Evening American's  
daily average net paid  
circulation for January

**481,017**

This is the largest circulation  
ever attained by an evening  
paper in the history of Chicago.

**CHICAGO EVENING AMERICAN**  
*a good newspaper*

---

approval to the plan of putting up to him "a certain proposal distinctly a personal proposition" which they felt sure he would find most attractive and profitable. The board had also decided to restrict its extension of affiliations. He had been picked for an honor, it seemed, which, on careful analysis, consisted in filling a blank which would bring a salesman to see him.

"I received the same sort of a letter from another financial house a while ago," this man said, "and when I didn't answer it I received a phone call from a man who seemed to intimate I had insulted the whole board of directors by not asking a salesman to sell me. When I told him that all my investing was carried out by a firm of bankers with which I had had long and profitable relations, this 'phone salesman insisted that this was something entirely different. He finally called on me. He was selling bonds that I didn't want to buy. The whole transaction left me peeved. There was too much camouflage about the whole thing. If a man is selling goods I want him to say so, not to act as if he were chairman of the admission committee at some exclusive club."

Another "friendly" letter, recently received by a man who wanted to know where a certain type of collar could be purchased in his home city, contained an obvious fill-in near the end where the stores he asked for were mentioned. Five names of large and medium-size stores were set down there, four of which were misspelled!

These few incidents, together with others such as those cited in "Adventures in Sampling," written by James H. Collins which recently appeared in these pages, make the writer believe that while friendliness is an excellent thing in letters it must be combined with a careful reading of the prospect's letter, and a simple and direct answer to the questions asked there. Friendliness and the personal note even in form letters are, no doubt, fine qualities. But the prospect is not satisfied when extreme friendliness is put into a letter at the

expense of a prompt answer to the questions asked and advice as to the shortest possible route by which the inquirer can get the thing he has become interested in.

### Cross-Word Puzzle Game Advertised in New Campaign

Newspapers, magazines and business papers are being used in a campaign which the Crosticon Company, New York, is conducting on the Crosticon cross-word puzzle game. This advertising is being directed by Cutajar & Provost, Inc., advertising agency of that city.

This agency also has obtained the account of the Universal Cover Fastener Company, New York. A campaign is to start immediately on Universal baby cover fasteners, Snugins mosquito canopies and Forty-nine Brand mosquito canopies for campers. Magazines and business papers will be used.

### With F. O. Clark Engraving Company

D. J. MacNichol has joined the F. O. Clark Engraving Company, Boston, in charge of a newly created advertising service department. He was formerly with the Franklin P. Shumway Company, Boston advertising agency, and Critchfield & Company, Chicago advertising agency.

E. D. Twombly, formerly in newspaper and advertising work, has been appointed assistant to Mr. MacNichol.

### Burt Gage Hubbell Dead

Burt Gage Hubbell, president of the Federal Telephone & Telegraph Company, Buffalo, N. Y., died at that city recently. He was fifty-seven years of age. From 1896 to 1900, Mr. Hubbell was engaged in the manufacture of telephone apparatus and later was interested in the financing of many telephone companies which in 1909 were consolidated as the Federal Telephone & Telegraph Company of which he became president.

### "Popular Radio" Appoints W. L. Raymond

Walter L. Raymond, for four years advertising manager of the Upson Company, Lockport, N. Y., has been appointed manager of the service department of *Popular Radio*, New York. He was at one time with the Wood, Putnam & Wood Company, Boston advertising agency.

### Empire Silk Company Advances C. A. Haus

C. A. Haus has been appointed vice-president and director of sales of the Empire Silk Company, New York. He formerly was manager of the wash silk department. Edna Cutler is now in charge of the sales promotion department.





## TRENDS AND INDICATIONS

A paragraph Digest of Fact and Opinion relating  
to everyday problems of Sales and Advertising

Published F.O.W. by Dorrance, Sullivan & Company

Boston

February 5, 1925

New York

### A Forecast of 1925 Business Conditions Promises Much

Business is unquestionably facing the year with quiet but sincere optimism. Improvement may lag in certain phases here and there—there will be the seasonal fluctuations characteristic of certain lines, but over the whole year 1925 looks decidedly good with improvement building solidly and true. Industry has been picking up since early fall, and these factors show that lately the psychological basis for prosperity has been founded.

**Farm Conditions**—For the first time since 1920, purchasing power of farm crops returns to pre-war level. Estimates of 1924-25 cash income will permit farmers to spend an extra million dollars every day. Excellent prospects for all farm equipment, automotive products, lighting plants, house furnishings, clothing, radios, musical instruments, etc.

**Building**—Country catching up on building program. F. W. Dodge Corporation reports building contracts for 36 Eastern states first eleven months of 1924—\$4,154,753,000—13% over same period in 1923. \$5,000,000,000 is estimated as construction outlay for 1925.

**Steel**—Business good and growing better. Steel interests expect capacity operation in 1925. Increasing railroad earnings indicate still greater steel tonnage.

**Railroads**—Have made money this year. Carriers optimistic. 1925 purchasing plans will keep men and machinery in all supply industries working

hard for a long time to come. \$1,000,000,000 estimated as supply purchases for 1925. When railroads loosen up it is always a sure sign of returning good times.

**Car Loading**—Freight traffic on higher level than ever before in railroad history. *Railroad Age* predicts the railroads will be called upon in 1925 to handle the largest increase in freight business since 1916—at least a 15% increase over 1920.

**Mail Order & Department Stores**—Two leading houses did a business totaling \$142,570,298, as compared with \$119,581,723 in 1923, a gain over 19%. Chain organizations have done the largest business in their history. Department stores reported a 4½% increase in sales over 1923.

**Life Insurance**—New Life Insurance written in 1924 shows an 8% increase over 1923. Funds reinvested in industry bringing them to new high levels of production and further developing our natural resources.

**Savings Deposits**—U. S. Controller reports an increase of \$3,000,000,000 in savings deposits since 1921. Present estimate of savings deposits \$16,381,000,000. We have the resources for prosperity.

**Automotive**—Motor vehicle registration in U. S. for 1924 reached about 18,000,000, a gain of almost 17% over 1923. Estimated that there is now one passenger car or truck for every 6.42 persons in the United States. A gain in registration of commercial vehicles of 23.3 per cent over 1923, indicating rapid expansion in use of trucks and buses.

### Announcing "Trends and Indications"

To readers of "Printers' Ink," we introduce our first issue of "Trends and Indications," which we trust will interest advertisers, non-advertisers—and business executives generally.

In our daily study of markets, merchandise and methods—that go to make up the sales structure on which we build advertising—our Research Department gathers from many sources information of interest to the man who studies sales in their relation to advertising.

Our fortnightly bulletin will have much to say to you about market possibilities, trends of trade and industry, and will give a paragrapher's picture of what business is doing. It will have little to say of ourselves and our work for national advertisers, but if we are able to leave with you an impression of our study of these subjects, we shall feel fully repaid.

Sturges Dorrance, President  
Dorrance, Sullivan & Company, Inc.

New York, February 5, 1925

## TRENDS AND INDICATIONS

**Stocks**—During the last sixty days of 1924 reached a higher level than at any time during or since the war.

**Employment**—Industries operating at high rate and increasing forces. Idle mills reopening and calling back operatives.

### What Advertising Has Done for Coca-Cola

In its first year, 1886, the Coca-Cola Company sold about 25 gallons of syrup, about 3,200 drinks. During the 38 years that Coca-Cola has been on the market, \$40,000,000 has been spent advertising it. Today it is sold at about 115,000 fountains and more than 300,000 retailers are selling bottled Coca-Cola. Sales have increased until in 1923 nearly 18,000,000 gallons of syrup were sold, or approximately 2,300,000,000 drinks.

### Growth of Life Insurance Points to National Thrift

Optimism for 1925 has concrete support in reports submitted to the 18th Annual Convention of the Association of Life Insurance Presidents. The total amount of insurance in this country at present amounts to \$13,500,000,000 or 8% greater than 1923. Insurance in this country is divided into these principal classes: Ordinary, \$9,180,000,000; Industrial, \$2,890,000,000; Group, \$1,430,000,000. Ordinary will exceed 1923 by \$570,000,000 or 6.6%; Industrial by \$275,000,000 or 13.4%.

Nearly half the entire population north of the Rio Grande is now insured. Life Insurance is a fair indication of the thriftiness of the nation and statistics show that in the last ten years it has quadrupled.

### Gasoline Consumption Shows Greater Mileage Per Car

On July 1st, 1924, according to the Bureau of Public Roads, 15,552,000 cars were in operation in the United States. It is figured that car owners are now burning gasoline at the rate of 494 gallons a year for every automobile in operation.

Consumption of gasoline per car was greatest in 1917 at 526 gallons per car. Because the number of automobiles in operation has increased in much faster rate than the consumption of gasoline per car it is concluded that the average automobile now runs far more miles per gallon than it did in 1917 and also that car owners are driving more than they did 6 or 7 years ago.

The remarkable growth of radio is shown in Radio Corp. sales for 1924. Gross income for 1924 was \$54,848,131 as against \$26,394,789 in 1923.

### Significant Effect of Motors on Transportation

Our economic structure is complex and is constantly shifting and changing. One of the most interesting and prophetic announcements of the month is that the Boston & Maine Railroad is abandoning one thousand miles of trackage due to the inroads on its traffic made by intercity truck hauling.

Motor hauling in the areas affected is said to have increased to the extent that approximately 1,000 miles of road out of their total trackage of 2,450 miles, is handling only 3% of their traffic.

In abandoning this trackage it is proposed to assist in caring for the needs of the communities involved, with motor lines to be operated by the railroad. This, we believe, is the first official recognition, or rather the first official action, taken by any of the railroads to meet the tremendous increase in intercity hauling by truck.

After all, the railroads, trolley lines, and motor industry are becoming more and more inter-dependent. The railroads have built up the country in its long distance transportation phases, and one cannot imagine the United States without railroads for the movement of products in large volume from New England to the Pacific Coast, the carrying of California fruit to the Eastern markets, or the transportation of Southern cotton to the Middle West.

But it is not possible to build rail routes to all the communities which need transportation service and it is no longer profitable to use a locomotive, tender and train crew on short hauls which offer only light traffic. The railroad needs the motor vehicle for developing territory intensively around its rail head points. The Lehigh Valley Railroad recently affected a saving of \$3,900 a month or 80% of the former cost of servicing Ithaca and Geneva, New York by replacing a local freight train with a motor truck and trailer.

It is similarly true that the motor bus will be used more and more to supplement electric trolley service. At least 168 street railways are today using supplementary bus service and 33 railroads are using motor trucks as a part of their shipping service.

### Advertising Less-Than-a-Dollar Products

30% of all national magazine advertisers manufacture products retailing for less than \$1.00. 48 of our 75 ranking national advertisers are manufacturers of less-than-a-dollar products. They spend over \$23,000,000 advertising them.

## TRENDS AND INDICATIONS

### Farm Income Indicates Greater Buying Power

Crops this year have a farm value \$753,000,000 greater than last year and more than a billion and a half dollars greater than in 1912. Farm income is estimated to be bigger than at any time during the past five years. The combined value of our corn and cotton crops together with oats and hay is \$7,432,000,000 as against \$6,667,000,000 in 1923, a gain of \$762,000,000 in these crops alone.

Interpreting farm yield in terms of cash income the Brookmire Economic Service gives the farmer this year a cash income of nearly \$10,000,000,000. Their estimate of the 1924-25 cash income is sufficient to allow the farmers to spend an extra million dollars every day for an entire year.

### Advertising Bill for 1924 Over a Billion Dollars

Over a Billion Dollars worth of advertising was done in this country last year. It is reasonable to say that ten billion dollars worth of the time of sales people, peddlers, agents and salesmen could not have accomplished the same results in the matter of conducting the total commerce of the country. How much time and persuasive effort, let alone expense, would it take for agents to sell 10,000,000 safety razors at \$5.00 a piece without the aid of advertising?

### American Wage-Earners Lead All Nations

The Department of Labor has just announced the results of studies of the wages paid to about 900,000 members of organized trades in 66 cities throughout the country showing that the American wage earner averages the greatest rate of pay given to any worker in the history of the world.

The union wage for 1921 was 128% higher than 1913 and 47% higher than in 1919. In spite of the fact that many lines of business saw less activity in 1924 than in 1923, the wage average was 30% higher than in 1923.

### Wheat Again at War-Level Price

Wheat has not sold at its current level for thirty-seven years, excepting the war period. Late in January wheat for May delivery went to within a cent a bushel of the \$2.00 mark.

### Ford Ends First Year's Advertising with Record

The Ford Motor Car Company made retail deliveries of 1,873,581 cars and trucks in 1924, an increase of 87,736 over 1923 sales. This constitutes the greatest sales record in the company's history.

### Earnings of Corporations Who Employ Advertising

William Wrigley Jr. Company report net earnings for 1924 of \$4.74 on no par common stock. This compares with \$3.91 in 1923 and breaks all earnings and sales records.

Savage Arms Company for year ending December 31, 1924, reports net earnings of \$8.33 on common stock compared to \$4.24 in 1923.

B. F. Goodrich Company report dividend, after preferred requirements, equal to \$10.50 a share on no par common stock as against 80c a share on common stock in 1923.

Liggett & Myers Tobacco Company report net earnings of \$11,969,829—equal to \$6.04 a share on common stock (\$25.00 par).

Library Bureau Sales for 1924 exceeded \$10,000,000—equal to \$36.63 a share (\$100 par value) after preferred requirements.

— The right Product  
— Markets and Competition  
— Sales Methods  
— and then Advertising

## DORRANCE, SULLIVAN & COMPANY

31 Milk Street  
BOSTON

130 West 42nd Street  
NEW YORK

## Minnesota Your Outstanding Market for 1925

**F**OR years manufacturers who serve dairy farmers exclusively have concentrated a large portion of their advertising in Minnesota. That they have been wise in their selection of territory is evidenced by the ever-increasing advertising lineage.

During the last five years The Farmer has held rank among the five leading farm papers in the country in volume of cream separator, dairy supplies, and barn equipment advertising. In 1924 the lineage far outdistanced that of the preceding year.

The Farmer and the market parallel.

Minnesota leads the country in production of creamery butter. Its creameries buy on a quality basis, and, therefore, pay their patrons more than other buyers. Their butter wins the World's Championship and commands premiums in the market.

Ninety cents out of every dollar received by Minnesota co-operative creameries for butter are passed on to the farmer creamery owners for butterfat.

More than \$1,500,000 new wealth is created weekly by Minnesota cows. Their owners collect in cash. Business is always good, comparatively, in the dairy sections of Minnesota.

A vigorous sales campaign, with the support of a consistent schedule of advertisements in The Farmer, reaching seven out of ten Minnesota dairy farmers, will bring profitable results.



*The Northwest's Only Weekly Farm Paper*

Standard Farm Papers, Inc.,  
1109 Transportation Bldg.,  
Chicago, Ill.



Wallace C. Richardson, Inc.,  
95 Madison Ave.,  
New York

# National Advertising Commission Discusses Postal Matters

Other Important Topics Also Taken Up at Detroit Meeting

FOR some time prior to the quarterly meeting of the National Advertising Commission at Detroit last week, the twenty-five departmentals of the Commission had been conducting a survey to get an accurate line on general business conditions. Under the leadership of Theodore G. Morgan, each departmental made a complete investigation in its field and prepared a five-hundred word digest of its findings. Mr. Morgan, who is a member of the retail firm of Henry Morgan & Company, Ltd., Montreal, chairman of the Commission's retail departmental and vice-chairman of the Commission itself, combined these surveys in the form of a four-thousand word report which he read to the Commission.

This report holds that 1925 prosperity, far from being "just newspaper talk" as frequently has been stated, is really genuine. The deflation process, the report holds, is now complete and the way is open for a constructive advertising program which can be carried forward during the coming year with complete confidence.

The Commission made an important move toward securing unified action by all branches of business relative to the proposed increase in postal rates. The subject came up during the consideration of a report of the Commission's legislative committee read by Homer J. Buckley, president of Buckley, Dement & Company, Chicago. The report pointed out that various advertising interests, business bodies and publishers had appeared before the Senate Committee and provided information on this subject. Naturally, the presentations of fact and argument differed, with the result that the Senate Committee probably was considerably mystified as to the

real attitude of business as a whole.

The Commission decided that it would be best, if possible, for all the various advertising groups and other business interests to meet on common ground and make a unified recommendation or report to Congress.

Accordingly, a committee was appointed to consider the whole subject and bring in a recommendation looking toward such unified action. Its members are Mr. Buckley, R. J. Leavitt, executive secretary of the Association of National Advertisers; James O'Shaughnessy, secretary of the American Association of Advertising Agencies and E. T. Meredith, publisher of *Successful Farming*.

After a lengthy discussion, the committee submitted a resolution directing President Lou E. Holland, of the Associated Advertising Clubs of the World, to call a general conference of business interests to consider the entire problem of postal legislation. The Commission unanimously approved the recommendation and the conference will be called by President Holland at once. The conference will be held as soon as it is possible to get the various elements together. It will be attended by groups representing all the divisions of advertising comprising the National Commission. Organizations such as the United States Chamber of Commerce, the United Typothetae of America and the American Newspaper Publishers Association will be invited to participate. The Commission, while preferring that postal rates remain as they are, expects that the outcome will be a recommendation, which will leave the Senate Committee in no doubt concerning the views of advertisers, advertising agencies and publishers as a group.

Charles F. Hatfield, of St.

Louis, secretary of the Commission, and chairman of the Community Advertising Departmental, presented some facts regarding the close relationship of advertising in general and community advertising.

Mr. Hatfield pointed out that during 1925 over \$3,000,000 would be expended for community advertising, publicity and convention work, and that fully \$500,000 of this sum would come from cities and States that are now authorized by law to make such appropriations. Florida was cited as a State which has the mill tax plan and the various communities of that State will spend nearly \$400,000 this year in community advertising.

"Many of you should formulate your future advertising so that it gives consideration to the community," he said. "Accomplishments in community advertising have been recorded in more than one hundred communities and the subject is taking hold in a big way in the United States and Canada.

"The advertising agency should be interested in community advertising because there is considerable business awaiting the skill which the agency can employ if it knows the foundation upon which such advertising campaigns can be built.

"The newspapers should play an important part in the future growth and development of community advertising. They are the direct link for both the local and the outside campaigns. Some organizations supporting the newspaper fraternity appreciate the value of community advertising and are giving it special publicity this coming year."

Mr. Hatfield, who is general manager of the St. Louis Convention and Publicity Bureau, expressed the belief that the time is rapidly approaching when all forms of advertising will require a knowledge and understanding of what constitutes community advertising.

After a discussion by Carl Hunt of the Associated Advertising Clubs of the World, it was

decided that all of the seventy-five members of the Commission should be asked to ally themselves more closely with the work of their local clubs.

"It has been our observation," said W. Frank McClure, chairman of the Commission, "that Commission members while, of course, active in promoting the interests of advertising as a whole, have little more than a normal connection with their local clubs. It stands to reason that more activity in the latter respect would be mutually beneficial. The club can help the members and vice versa. The outcome will be for the betterment of advertising as a whole."

#### NO INTER-DEPARTMENTAL SESSIONS AT HOUSTON

Plans for the convention of the Associated Advertising Clubs of the World, which will be held at Houston from May 9 to 14, were discussed at considerable length. It was decided that while there shall be departmental sessions at Houston covering the three days, the usual inter-departmental sessions will be omitted. In place of these, there will be one session at which the work of the National Advertising Commission will be discussed.

PRINTERS' INK for October 23, 1924, in telling about the annual meeting of the Commission at Chicago last October, stated that the Commission had authorized a plan whereby it would co-operate with schools, colleges and universities having advertising courses. At that time, a committee headed by Frank L. Blanchard, of Henry L. Doherty & Co., New York, was appointed and instructed to secure from each departmental of the Commission a statement of its activities and the place it has in advertising. This work is now completed. Mr. Blanchard reported to the Detroit meeting that carefully edited statements of five hundred words each had been assembled covering the work of the entire Commission. It has ordered that the material shall be published by the educational department of the Associated



## Book Readers!

SIX DAYS a week, THE WORLD carries more Book Advertising than any other New York morning newspaper.

Its 1924 total was 78,054 lines against 43,220 lines for its nearest competitor.

THE WORLD was the only morning paper to gain last year in this classification. With an increase of 10% against a loss for the field of 28%.

The new Sunday Section devoted to Books, the Drama and the Arts offers the most attractive book mart in the newspaper field.



MALLER BUILDING CHICAGO	PULITZER BUILDING NEW YORK	GENERAL MOTORS BUILDING DETROIT
SECURITIES BUILDING SEATTLE	CHANCERY BUILDING SAN FRANCISCO	TITLE INSURANCE BUILDING LOS ANGELES



Clubs and placed at the disposal of all educational institutions desiring it.

According to the plan adopted by the Commission at the Chicago meeting, the next quarterly session would be held late in April or early in May in some city which, under ordinary circumstances, would not be considered as a meeting place for the 1926 convention of the Associated Clubs. The idea is to have each quarterly meeting of the Commission assume the aspects of a miniature Associated Clubs convention. However, inasmuch as the Houston convention is to be held in May, there will be no further meetings of the Commission until that time. Three months later, the Commission will convene again, probably at Des Moines or Kansas City. At that meeting, usual business sessions will be combined with public meetings of general interest to advertisers as was the case at Detroit.

"The new plan worked out splendidly at Detroit," Chairman McClure tells PRINTERS' INK. "The meeting was the biggest, best and most important the Commission ever has had. We feel that in arranging for these ambitious quarterly conventions we have accomplished something which is going to have a powerful effect in bringing the advertising clubs into a closer relationship with business in many sections."

### Edgar K. Stephenson Dead

Edgar K. Stephenson, aged 62, died at Syracuse, N. Y., on January 27. He was foreign sales manager of The L. C. Smith & Bros. Typewriter Company, Syracuse, and had just recently returned from a business trip in Europe. He was associated with the Hammond Typewriter Company, New York, for twenty years before joining the Smith company about twelve years ago.

### "Farmers' Dispatch" Changes to Weekly

The *Farmers' Dispatch*, St. Paul, Minn., published from 1869 to 1912 as a weekly, and since that time twice weekly, will revert to its original status commencing with the issue of February 5.

## T. H. Sewell Heads Fifth District Clubs

**T. H. SEWELL**, president of the Toledo Advertising Club, was elected chairman of the Fifth District of the Associated Advertising Clubs of the World at its annual convention which was held at Detroit on January 29 and 30. He succeeds A. W. Neally, of the Geyer-Dayton Advertising Company, Dayton, Ohio.

R. T. Kline, president of the Cincinnati Advertising Club, was elected vice-chairman and John O. Munn, former president of the Toledo Advertising Club, was elected secretary-treasurer.

The meeting of this district, which includes the States of Ohio, Michigan and Kentucky, was held in conjunction with a meeting under the auspices of the Financial Advertisers Association and a meeting of the National Advertising Commission. A report on the meeting of the Commission appears elsewhere in this issue.

An official welcome was tendered to the visiting delegates by John W. Smith, Mayor of Detroit. "I know that it pays to advertise," Mayor Smith informed them. "A few years ago I joined the Detroit Adcraft Club and now I am Mayor of Detroit."

On the evening of January 29 a dinner was given in honor of the delegates by their host, the Detroit Adcraft Club. Walter K. Towers, president, was toastmaster. Herbert Houston, of the Houston Publishing Company, New York, discussed American participation in world affairs. A. Heath Onthank, chief of the domestic commerce division of the Department of Commerce, spoke of the desire of his department to co-operate with business men. An invitation to visit Houston during the convention of the Associated Clubs was delivered by Marcellus Foster, publisher of the *Houston Chronicle*.

A feature of the convention



**T**HE American Weekly Magazine  
Assuredly must  
Figure in the figures?

Circulation 4,500,000!

Eight dollars a line!

Almost twice the reach  
For half the rate  
Of the world's next largest  
Medium!

And it's founded on a  
Policy of editorial appeal  
And advertising pull!

Its number of readers testifies  
To the success of its appeal  
And its number of advertisers  
To its pull!



# The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the  
following Sunday Newspapers:

New York—American  
Boston—Advertiser  
Washington—Herald  
Atlanta—American  
Syracuse—American  
Rochester—American  
Detroit—Times

Chicago—Herald and Examiner  
Seattle—Post-Intelligencer  
San Francisco—Examiner  
Los Angeles—Examiner  
Fort Worth—Record  
Baltimore—American  
San Antonio—Light  
Milwaukee—Sunday Sentinel & Telegram

*"If you want to see the color of their money—use 'color'." A.J.K.*

# The Cleveland Plain Dealer Goes into the Home



91.9%  
of all Plain Dealers  
which are delivered  
into the home stay  
in the home all day

8.1%

\* Of the 8.1% Plain Dealer circulation taken away from the home, 3.2% is always returned to the home.

The Plain Dealer Has  
the BUYERS

J. B. WOODWARD  
110 E. 42nd St.,  
New York

WOODWARD & KELLY  
330 N. Mich. Ave., Chicago  
Fine Arts Bldg., Detroit

*The Plain Dealer*  
ONE Medium - ONE Cost

# PLAIN DEALER

## STAYS there—

Somebody once said that very few morning papers stayed in the home.

Which may be a fact—but *not* in Cleveland.

The Plain Dealer has *proven* otherwise.

In this great market, women as well as men, read their Plain Dealers. They read the news, the features, the editorials—and what is most important to newspaper space users—the advertisements.

The confidence its readers have in the Plain Dealer is reflected in as great a confidence by the advertisers.

1586 national advertisers believe that the Plain Dealer has the BUYERS; they were responsible for 51% of the total national lineage in Cleveland newspapers in 1924, being placed in the Plain Dealer ALONE. 965 used no other Cleveland newspaper.

Plain Dealer  
ALONE Will sell it

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.

742 Market Street  
San Francisco, Cal.

was the presentation by Mayor Smith to the Detroit club of an autographed photograph of President Coolidge. In his speech of acceptance, Mr. Towers expressed the gratitude of the club for the President's gift which he said was an indication of the Chief Executive's interest in advertising.

A joint meeting of the Fifth District delegates and the National Advertising Commission was addressed by G. Lynn Sumner, president of the Association of National Advertisers, E. T. Meredith, publisher of *Successful Farming*, Des Moines, and James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies.

### Joins Staff of Joseph Ewing

Frederick Moser, formerly cost accountant for the Phillips-Jones Corporation, New York, has joined the staff of Joseph Ewing, marketing counsel, also of that city, as manager of a sales cost study department.

O. G. Carpenter, formerly with Erwin, Wasey & Company, Chicago, and more recently with Ruthrauff & Ryan, New York, has also joined the staff of Joseph Ewing as an account executive.

### C. B. Perry Joins W. L. Brann Agency

C. B. Perry, who has been engaged in sales and advertising work in the East and the West, has joined W. L. Brann, Inc., New York advertising agency. For the last three years he has been with the New York office of George Batten Company, Inc., and he was at one time with the New York *Evening Post*.

### B. G. Wands with Daniel E. Paris

B. G. Wands, formerly with the Matternach Company, Inc., Hartford, Conn., advertising agency, and more recently assistant to the general sales manager of the Intertype Corporation, Brooklyn, N. Y., has joined Daniel E. Paris, Boston advertising agent, in charge of production.

### Radio Battery Account with Grant & Wadsworth

The Por-Cell Manufacturing Company, Brooklyn, N. Y., manufacturer of radio batteries, has appointed Grant & Wadsworth, Inc., New York advertising agency, as its merchandising and advertising counsel.

### Phoenix Mutual Definitely Committed to Advertising

The Phoenix Mutual Life Insurance Company, Hartford, Conn., has doubled its advertising schedule for 1925. Full pages are to be used in three national magazines.

"This advertising," the company states, "is an integral part of our plan for reducing the cost of selling insurance. This is a benefit and an advantage both to the policyholders and to the sales force.

"Returns from all quarters in response to the 1924 advertising have justified not only last year's appropriation but the increase mentioned above. Prospects, field men, applicants for positions, branch managers of this and other companies have responded to this advertising in such measure that there can be no doubt of its worth.

"This company is definitely committed to advertising. And we make this announcement of the 1925 plan with entire confidence that the results will vindicate our judgment in 1925 as completely as in 1924."

How the company is lowering the cost of selling life insurance is described as follows:

"Years ago, the company laid the foundation for this advertising by selecting its salesmen with the greatest care and fully training them in the principles and practices of life insurance before they became active in the field. The sales force was reduced to the number of counselors who met the Phoenix Mutual standard. This carefully selected sales force is writing many times more business than was written in the old days by a far larger group.

"This policy was a long step toward lowering the cost of selling life insurance. There is no question but that a picked sales force of trained men can sell much more insurance in the same time—provided the public realizes what these men can do for them.

"A public trained through advertising to appreciate the Phoenix Mutual plans and methods will buy insurance in greater volume from Phoenix Mutual counselors and with increasing consumer acceptance. Naturally, the sales force will profit from the increased business that follows."

### "Store Operation" Changes Size

*Store Operation*, Cleveland, has changed its size. The new page size is 8½ inches by 11½ inches and the type page size is 7 inches by 10 inches. This change became effective with the February issue.

### Alexander Film Company Advances D. M. Gilpin

Del M. Gilpin, sales manager, has been elected second vice-president in charge of sales of the Alexander Film Company, Denver, Colo., advertising motion pictures.





To the manufacturer of a product  
which is bought by people who own  
and live in better-class homes—

COLOR INSERT PAGES  
and  
AQUATONE PROCESS INSERTS  
in

## THE CLASS GROUP

—offer the means of presenting your  
advertising message in an unusually  
distinctive and effective manner to a  
steadily growing audience of people  
possessing considerably more than  
average means, who have long shown  
an unusual responsiveness to both the  
editorial and advertising pages of the  
five magazines comprising the group—

ARCHITECTURE

ARTS & DECORATION

COUNTRY LIFE

GARDEN MAGAZINE  
& HOME BUILDER

HOUSE BEAUTIFUL

*Palmer & McMillan Inc.*

565 Fifth Avenue

New York

Boston Office, 194 BOYLSTON STREET  
Travers D. Carman, Mgr.

**Rich  
fragrant  
mellowness**



*(Those three words  
belong to* **Camels** *)*



## Why Camels Achieved Leadership

**A** QUALITY cigarette, merchandised by a splendid sales organization and advertised in a manner familiar to every smoker, with copy he believes.

**POSTER ADVERTISING CO., INC.**

550 WEST 57TH STREET, NEW YORK

Outdoor Advertising Everywhere

Chicago	Atlanta	Richmond	Akron	Philadelphia	Wilmington
Cincinnati	Pittsburgh	St. Louis	San Francisco	London, England	



ip  
did  
ner  
es.

ngton  
land



Drubaker

*Circulation - Complete Coverage*  
*Rates - Lowest per page per thousand*  
*Reader Interest*

*\* Read in more  
hardware stores  
than any mag-  
azine published*

*\* That's some accomplishment  
where business papers are  
read as carefully as they  
are in the hardware field*

**Good  
Hardware**

TRADE DIVISION  
THE BUTTERICK PUBLISHING COMPANY  
912 Broadway, New York



W

V

wi  
inc  
me  
me  
tha  
—  
de  
tiv  
the  
sel  
V

Jar  
usu  
tion  
ma  
hos  
lon  
hal  
boo  
this  
tail  
year  
hou  
and  
in a  
ten

S  
alar  
up a  
acce  
find  
it.  
have  
of  
clear  
away  
thing

Th  
if y  
these  
1.  
outla  
weat  
in th  
site o  
be re  
men

2.  
manu  
merc

# The Four Causes of Piecemeal Buying

With the Factors Responsible for Hand-to-Mouth Buying Isolated, the Solution May Be Discerned

By G. A. Nichols

WHAT is it that caused dealers last year to loaf along with stocks so poorly balanced and incomplete that they could scarcely meet the ordinary staple requirements of their trade? What is it that is influencing even the jobber—who is supposed to carry the dealer's overstocks—to be, relatively speaking, almost as coy as the retailer about committing himself for future purchases?

Why is it that in the middle of January of this year, despite unusually promising retail conditions, clothing manufacturers, makers of women's ready-to-wear, hosiery and underwear mills and a long list of others had just about half as much spring business booked as was the case last year at this time? Why is it that the retail stores of the country lost last year more business to catalogue houses, such as Montgomery Ward and Sears, Roebuck, than they did in any two years during the last ten?

Some leading manufacturers, alarmed at the incongruous mix-up and yet courageous enough to accept facts, have been digging to find the answer. They have found it. And in doing so they not only have solved the intriguing mystery of 1924 but have made the way clear for everybody to get squared away forthwith and go at the thing right.

The basic causes of the unrest, if you want to call it that, are these:

1. The queerest, freakiest, most outlandish conglomeration of weather, with almost every month in the year being the exact opposite of what it should be, that can be remembered by even the oldest men in business.

2. The rapid growth in the manufacture of faddy novelty merchandise at the expense of the

the more profitable bread-and-butter staples.

3. Advertising programs that did not build up enough reserve power to meet an emergency. Too little looking ahead, in other words, to provide for the inevitable hard pulls.

4. Not enough direct-mail and business-paper advertising of the kind that can supplement salesmen's work and take the stock to the dealer twelve times a year instead of two or three—a development that is greatly needed in view of changing conditions.

The weather is brought into this discussion, not as something that can be remedied, but rather to help place the responsibility where it belongs. Weather is a force that can make even the principles of economic law seem foolish.

Favorable selling weather will not come because one wants it or even advertises for it. Winter in the spring, spring in the summer and a combination of spring and summer in the fall is going to make selling difficult no matter what anybody does. In such a condition a business needs momentum and reserve power. When it has these it can get the lion's share of whatever is going on in its line despite the weather or anything else. The unhappy result of scrambled seasons is inevitable. And whether these can be kept away from or not, it certainly behooves the manufacturer to know just what the trouble is and not to ascribe it to turnover and some other things. Added to the weather, another reason for poor business in 1924 is that many manufacturers had been going along without their advertising being subjected to any severe test or strain. Nobody's advertising is tested in good times. It takes hard times to prove whether the

advertising done during the previous five years was right. Plenty of firms discovered during 1924 that they had not built during the previous five years on the right kind of plan.

In good times business comes easily anyway. Thus, during a year like 1923, for example, or other comparatively easy selling periods, the weakness of poor advertising is not discovered. But let things break wrong and you see the difference in a hurry.

A certain well-known hosiery business fell almost flat during 1924. For three or four years prior to this the manufacturer thought his advertising was on ideal lines. It did not have any wallop but nobody could tell him so because his business was comfortably good. No test was enforced upon his advertising and he did not have sufficient understanding of advertising as such to realize that he had to build up a reserve against bad seasons.

Manufacturers, since they have had time to think it over, unhesitatingly say the weather was perhaps the greatest single factor in making 1924 such a queer, and in many ways unsatisfactory, year. But, before they realized this they kept tinkering away at the machinery and making all sorts of erroneous conclusions. Their faith in established merchandising principles was shaken. They thought their advertising was all wrong and that the retailer was getting to be even more of a hopeless case.

Similar reasoning, or perhaps the lack of it, is behind several other aspects of the case some manufacturers are trying to make out against the retailer. It has influenced even such a notable body as the department of manufacture of the Chamber of Commerce of the United States seriously to wonder whether "new methods of buying and selling are foreshadowed in the gradual spread of the hand-to-mouth buying practice." This department quotes manufacturers of gloves, hosiery and underwear, knitted garments, women's ready-to-wear and furniture as bitterly criticizing the retailer for the extreme buy-

ing conservatism and the frequency of small orders which characterized his business during 1924 and which he still practices. The glove-man, whose name is not mentioned, is much worried because "this small buying is throwing a very heavy burden on the manufacturer and increasing tremendously his cost of distribution."

He belabors the retailer for "not being willing to bear his share of the load."

These manufacturers, and many others that could be named, make two serious mistakes. In the first place, they seem to forget that the retailer is not primarily interested in their success. He is looking out for himself first of all. In the second place, if anything is wrong the manufacturers are the ones who have to fix it. The retailers won't.

Therefore, it is pretty generally agreed that the manufacturer had better stop thinking that he and his methods are all to the good while the retailer is correspondingly wrong. The beam in his own eye may be a greater obstacle to his success than is the mote in the dealer's eye.

#### TOO MANY STYLES

Consider the grievous burden placed upon the retailer by the multiplicity of new styles of goods and the relatively diminishing number of staples. Right here, rather than in the misapplication of the turnover principle, we have one of the most potent causes for hand-to-mouth buying. Who created this condition or rather who has aggravated it? The retailer hasn't. Make no mistake about that.

Let us be candid and admit, as many of the foremost producers of the country are admitting right now, that the manufacturer has run this thing into the ground. In his competitive scramble for business he is constantly changing styles to get ahead of the other fellow and to bring about replacement business. Who can blame the dealer for going slowly, especially in an unfavorable year such as 1924, and refusing to stock up

## Sweet Words from Sauer Kraut

**"The Cincinnati Enquirer's Sunday issue out-draws any metropolitan Sunday newspaper in the United States."**—WILLIAM CLENDENIN

*Advertising Director*

*The National Kraut Packers' Association*

This statement was made by Mr. Clendenin before the annual meeting of the National Kraut Packers' Association, Hotel Gibson, Cincinnati, January 29, in discussing the 1925 schedule in the advertising campaign that is lifting the erstwhile humble kraut to a place of eminence on the American dinner table. Further, Mr. Clendenin said:

"The Cincinnati Enquirer heads the list of metropolitan newspapers on the preferred schedule for the new national campaign for the advertising of the National Kraut Packers' Association."

That Mr. Clendenin's opinion of the Enquirer's pulling power is shared by others is evidenced by the consistent use of Enquirer space by such national advertisers of food products as: Calumet Baking Powder, Swift & Company, National Biscuit Company, Domino Sugar, Shredded Wheat, and a host of others. Before you make up your next newspaper schedule, just turn these facts over in your mind.

L. A. KLEIN  
Chicago  
New York

R. J. BIDWELL CO.  
San Francisco  
Los Angeles

# The CINCINNATI ENQUIRER

*One of the World's Greatest Newspapers*

"GOES TO THE HOME—STAYS IN THE HOME"

on goods that may become out of date very soon? Who can say he is wrong when he buys in accordance with what he believes to be his current selling needs? It is true that he has misinterpreted and underestimated these selling needs and here is where the whole tragedy of the thing comes in. This is what all the fuss is about.

One force that pulled down turnover during 1924, despite small orders, is this very out-of-style merchandise. One Chicago jobber has a huge overstock of hosiery in staple colors that he would like very much to get rid of. He cannot fill his orders for hosiery in the faddy and fancy colors. Why, then, does he not buy more largely of the latter kind so he can meet his selling requirements? He does not for the same reason that the dealer doesn't. How long are these fads going to last? It is no wonder, under the circumstances, that manufacturers are today calling themselves hard names for having gone to such extremes in catering to women's vanities in the matter of personal adornment.

Men's clothes are staple. If a man steps away a bit from the conventional in his clothes he is kidded half to death. There never are so many style changes in men's things. Even at that dealers and manufacturers were caught last year by the sudden vogue for shirts with collars attached. But the other kind of shirt still is staple merchandise and the dealer's overstocks, if any, are not worrying him much.

In the realm of women's goods the case is altogether different. Women will buy just as often as new styles in anything come out and manufacturers have taken special pains to see that the styles come out often. The result is that almost everything a woman wears is a novelty design for only a few fleeting weeks or months. Not long ago, women found short skirts were coming back. Immediately every retailer wrote off his stock of longer skirts as practically a dead loss. If skirts would stay short for any length of time they would be more in the

nature of staple merchandise and dealers would not be so conservative about committing themselves for future orders. But they won't. Just as soon as the women have got stocked up with short skirts they will begin to get long again. They are short one season and long the next; tight one season and full the next. And the illustration could be carried down through a long list of items.

The thing has got to be a farce. It took an unseasonable year like 1924 to wake up manufacturers to the dangers of the course. They realize and freely admit that there is much to say for the dealer's side of the case. How can he know how long certain fads and fashions will last? If he does not know what the prevailing color craze in hosiery will be next fall, who can blame him for refusing to commit himself and for ordering sparingly?

#### EVERYBODY MUST PAY

The penalties work out for the dealer just about as severely as for the manufacturer. Although often overstocked in the aggregate, the dealer actually does not have merchandise enough to meet the everyday demands of his trade.

A business-paper publisher went to a department store in a large suburban town near Chicago to outfit his little daughter so she could enjoy outdoor winter sports. Having been identified with the drygoods business he knows merchandise and therefore was able to give specific names for what he wanted. He called for a sheepskin coat of a certain make, some gloves, leggings, and a cap. He also wanted a sled that is advertised under a brand name. He could not get a single one of the items, although the store carries a stock that would invoice several hundred thousand dollars. He went downtown and got what he wanted on State Street.

Similar incidents have occurred by the thousands during the last few months in stores all over the country. What has been the outcome? People who are not located conveniently to a great city retail

(Continued on page 77)





## Make Sure of the Richest Market!

When you buy mass circulation alone - your campaign covers, thinly, everybody. If the people most important to you in the great mass audience - are business men - isn't it logical to buy a special showing before them - and thicken the attack where the customers are concentrated. It pays to add pressure on the group from which the orders come.

*The*  
**NATION'S  
BUSINESS**

Washington

170,000 Circulation (Member ABC)

---

## The Times Will Not You Must Change

---

MEN who buy advertising space—who write advertising copy—who direct advertising campaigns—are the most progressive thinkers in the commercial world.

They must lead—they dare not follow!

The times will not change for them—they must change with the times!

The public is their master—not their servant!

That is why they must sense immediately any new trend of the popular mind, because advertising is, after all, only a tool through which to influence public opinion—and the public opinion of tomorrow should be forecast in the advertising copy of today.

\* \* \* \* \*

During the last ten years there has come about a violent change in the social and economic order—a change which is gradually being perceived by the advertising fraternity.

### **Progressive Advertising Agencies Are Serving Their Clients by Meeting These Changed Conditions**

Space buyers cannot afford to judge magazines by the standards of ten years ago.

Advertising writers must turn out much different copy in 1925 than they wrote in 1914.

---

# Change For You— With The Times

Merchandising experts must temper cut-and-dried statistics which may give misleading impressions concerning the buying ability or the buying desire of large modern groups of people.

Pointing the way are men like Thomas Edison, George Ade, Judge Lindsey and a host of other writers, thinkers and scientists.

They are helping advertisers to realize that leadership depends on foresightedness; on discarding the old theories and practices; on not "hoping against hope" that things are not what they seem.

\* \* \* \* \*

## Among Magazines, TRUE STORY Is Distinctly of This Generation

The previous generation would not have understood it—it would have been twenty years ahead of its time.

Today it is in key with humanity because it gives voice to the ideals which only those who think in terms of these times can understand and appreciate.

You cannot explain the phenomenal demand for TRUE STORY in the old words.

They will not do!

Nor will it do for the advertising man to talk to the

public in the old way, or to try to reach the new public through the old channels.

\* \* \* \* \*

Advertisers do not make markets—markets make advertisers!

And markets are not figures in a ledger or lines on a chart—they are great living groups of human beings who do an honest day's work, eat three good meals a day and sleep well at night, giving their children the best education the times afford.

It is they who establish public demand—and to reach the public with a great common denominator, advertisers must go to them through the medium they themselves demand—and that is TRUE STORY Magazine!

How can it well be otherwise, when almost 2,000,000 people step up to the newsstands of America each month and pass over a quarter, saying "I want TRUE STORY", thus giving this magazine the largest newsstand sale in the world?

# True Story

## MAGAZINE

*This Is A Reprint of A Full Page Advertisement In The February 5th Issues Of  
The New York Times  
The Detroit News  
The Chicago Daily News*

centre are turning to the mail-order catalogue with its complete stocks when they cannot get what they want in their local stores.

An article on the financial page of a newspaper a few mornings ago ascribed the increased mail-order business to the improved financial conditions of the farmer. This is true only in a measure. It, of course, is a fact that during the last year the farmer's buying power has improved two or three dollars an acre—a very important amount and one that is multiplied by five when it gets through the channels of trade. But it is not a sufficiently positive difference in every farmer's buying capacity, when we consider debt responsibilities and the like to make any important and phenomenal change in his buying power. Of course, the principal consideration in the increase of mail-order output is that the average small retailer of the country is setting the stage for the triumphant career of the mail-order house. In other words, the mail-order man is gaining because the local dealer is afraid to order goods enough and is therefore falling down on the job.

#### ADVERTISERS NOT SUFFERING

It is interesting and significant to note that consistent advertisers are suffering the least from this small-order evil.

The reason advertised lines are not suffering so much as others is that they developed a momentum or an impetus which pushed them further than the others. Here is the benefit of the reserve power which we have been talking about—the power that can be created by the right kind of advertising and that enables the advertiser to be ready to meet an emergency and give a better account of himself than otherwise would be the case.

When it comes to buying faddy lines that are here today and gone tomorrow the dealer naturally decides in favor of the best advertised goods. If, for example, there is a temporary craze for hosiery of a certain color the dealer will get it under a well-known name because then he runs less

danger of getting stuck with an overstock.

Many houses are seeing in the present emergency the need of extending their advertising in a way that will make it supplement the work of the salesman and pull in direct sales. A salesman, let us say, calls on his trade twice a year. This is not enough, when dealers are so timid as they are now. But more than two personal visits doubtless would raise the selling cost to prohibitive limits. Every retail customer should be visited at least twelve times this year either by salesmen or printed matter.

A Michigan manufacturer, who will not permit his name to be used here, has adopted direct-mail advertising as a specific method of combating the small-order difficulty.

Beginning with January, he circularized his entire retail trade, offering special quantity prices for his product to be shipped direct from the factory in case lots. Intermediate handling through the jobber will thus be done away with but the jobber gets credit for the sale just the same. He will bill the retailer for the goods as if he had made the sale direct. The plan will be worked each month this year in conjunction with two visits during the year by the salesmen.

"We have to make it of financial benefit to the dealer to buy in larger quantities," this manufacturer explains. "A case lot is hardly large enough under ordinary circumstances to justify a quantity price but we are giving it anyway. Our goods are staples and are well advertised. When the dealer gets a case he has something to sell and necessarily puts more thought and energy into the process than he would if he had only a dozen items."

What intensifies the present selling difficulties of the manufacturer is that the combination of unseasonable weather, faddy merchandise and insufficient advertising has caused the dealer's timidity to extend to the whole range of goods he sells, including the staples for which he knows

there will practically always be a steady demand.

It is the idea of Edward M. Skinner, general manager of Wilson Bros., manufacturers and importers of men's furnishing goods, that, granting goods and prices are right, this emergency can be met by a frank statement of the case to the retailer from the standpoint of his own selfish interests. Accordingly, the Wilson firm is promoting what it calls a budget plan of selling.

"It is unfortunately true," says Mr. Skinner, "that the average dealer thinks a budget merchandising plan means that he should buy goods only as he needs them. Decidedly, this is not true and if we are to continue present methods of distribution it cannot be done either successfully or profitably. Everybody agrees that to have an economic distribution for the ultimate benefit of the consumer, the closer the manufacturer is working full force and full time or to the limit of his productive ability, the more economically he can produce goods. Whatever pulls down output will mean that goods will cost more."

The Wilson budget plan is based on the broad assumption that when a dealer is overstocked the cause for that condition can be traced to these two sources:

He buys what he does not need.

He does not work out a single basis of purchases, by taking his reasonable expectation of sales for the ensuing profit season at cost, deduct what he has on hand salable in those months, and then buy a reasonable part of this balance in advance.

Wilson very properly holds that a reasonable volume of business may be placed in advance for economic production without the slightest risk whatever on the part of the retailer.

#### DETAILS OF THE PLAN

Here is the way the budget plan works out: Suppose the firm is soliciting a dealer's spring and summer business for 1925. Assuming that spring starts March 15 what are the estimated sales for the period up to July 1? This

estimate should, of course, be based upon sales for previous years, plus or minus, according to conditions, prospects and outlook.

Suppose that the estimate is \$18,000. Deducting an average gross profit of 33 1/3 per cent the cost of the goods which the dealer may reasonably expect to sell up to July 1, is \$12,000.

It is admitted that a retailer is justified in buying 75 per cent of his anticipated business up to July 1 in advance, or 60 per cent of his entire season's business including July and August. However, suppose in this case the man is very conservative and buys only 60 per cent of his sales up to July 1, or \$7,200 worth of goods. He has on hand say \$3,000 worth of the goods, leaving him \$4,200 to buy. This, he is fully justified in buying in advance and the earlier he does it the better because of the advantage given the manufacturer which in turn reacts to help him.

This dealer, even at the \$6,000 figure of 75 per cent, would only be buying the equivalent of approximately \$9,000 of sales or, including his own \$3,000, his commitment would amount to purchases for \$13,500 of sales out of an estimated business of \$18,000. This would leave \$4,500, or \$3,000 at cost, to be placed for filling-in business during the latter part of March, April, May and June; or, if business should not be up to expectations, only such part of it as his trade justified. But in any event, his business would have to fall off 25 per cent from his estimate before he had overbought on his advance purchases, including his own \$3,000, and only up to July 1.

By July 1 he would have paid every dollar of his advance and immediate purchases, sold \$3,000 of his own goods at regular profits, purchased \$6,000 in advance, and be in the market for goods to add to whatever of his purchases he did not sell at a profit during July and August. Also, he would not be selling any considerable portion of his purchases prior to July 1 at a loss of profit.

"The idea has to be presented

# National Food Show

**Kansas City, Mo.**

**February 16th to 21st (inclusive)**

For the second time the National Retail Grocers Association and the Kansas City Retail Grocers Association have selected the Journal-Post as their official advertising and publicity medium to promote the show.

Last year the Journal-Post was given *one week* to make good—109,455 persons attended. Admission receipts reached a new high peak—the show was a *big* success.

The Journal-Post *alone* put over the Food Show because of *reader confidence* and *dealer cooperation*.

*Therefore, when advertising food products, use—*

## Kansas City Journal-Post

**MERCHANDISING COOPERATION**

**VERREE & CONKLIN**

New York

Chicago

Kansas City

Detroit

San Francisco

# Can You Recognize Types?

Here Is a Comparative Showing of Typical Members of Various Type Groups. Save it for Future Reference

## Old Style Faces

These are usually characterized by slight contrast between the light and heavy strokes and by diagonally sloping serifs. Old Style letters always have a free-hand look whereas moderns suggest the use of ruler and compass in their design.

## TYPES vary in their charac

BENEDICTINE is an example of the group of faces that have been adapted from XVth Century Italian types. They come directly from the fountain-head of roman letter design and show that letter in pure form with all its hand-wrought characteristics.

## TYPES vary in their charac

ELZEVIR NO. 3 is a French Old Style face developed about the time of Louis XV. It has the daintiness and elegance characteristic of that period and in addition is compact, giving a high word count.

## TYPES vary in their characteristi

CASLON OLD FACE, most popular of all old styles, is a face that adapts itself to almost any kind of composition. It is in general use throughout the English-speaking world.

## Modern Faces

These are drawn with a greater geometrical exactness than the old style letters. Note the square serifs, the sharp distinction between the light and heavy strokes and the round finial balls on the lower case a, c and r.

## TYPES vary in their characte

BODONI shows clearly the distinguishing characteristics of the modern face in its square serifs and sharply contrasting stems and hair-lines. Bodoni Book is a lighter cutting that is better suited to continued reading.

## TYPES vary in their chara

CENTURY is one of the more utilitarian modifications of the modern letter. Comparison with the Bodoni shows its fundamental similarity of design, with the modern characteristics less marked.

## TYPES vary in their cha

SCOTCH ROMAN may be described as a modernized old style. It is said to have originated through the efforts of type-founders to meet the popularity of the Bodoni types by putting square serifs on their old style letters.

## Transitional Faces

There are a few faces that are partly old style and partly modern in derivation and design.

## TYPES vary in their character

CHELTENHAM is a face that was deliberately created to meet certain present-day printing requirements. It was designed for the Linotype Company. It has compact serifs, long descenders and an even color.

A Set of De Luxe Specimen Brochures Giving a More Complete Showing of These Faces Will Be Sent on Request

# Mergenthaler Linotype Company

Department of Linotype Typography

461 Eighth Avenue, New York

580.25.2-J

COMPOSED ENTIRELY ON THE LINOTYPE



to the dealer from the standpoint of his own benefit," says Mr. Skinner, "but this we are doing successfully. We have no difficulty at all in showing him that he ought to be in position to maintain his average profit throughout the year and not to reduce it to almost, if not actually a loss, by the mark-down on goods sold during the clearance months. Many a dealer is amazed when he sees how much mark-downs reduce his general average profit for a year. One of our customers recently was curious to know how much he would have to sell in order to pay only his expenses during July if he put on a 25 per cent reduction sale. He found he would have to sell four times his usual July volume just to pay expenses.

"The point of the whole matter, of course, is that somebody has to carry the financial burden of producing goods. If the dealer will not commit himself to the jobber and the jobber follows similar tactics with the manufacturer, the manufacturer in self-defense is going to play safe. This means that there may not be goods when they are most needed. But you can't present the thing to the retailer in this way. You have got to show him that advance buying is to his interest."

Advance ordering, under the Wilson budget plan, does not mean that the whole order is dumped down on the dealer at one time, thus making adequate turn-over impossible. He simply agrees to buy a certain quantity of goods representing a reasonable percentage of the amount he thinks he can sell. This gives the firm something definite upon which to base its own manufacturing and buying plans. The goods are shipped to the retailer as he may require them, and he pays for them as he sells them.

### Hotel Appoints New Orleans Agency

The Reese Advertising Agency, Inc., New Orleans, has obtained the advertising account of the Buena Vista Hotel, Biloxi, Miss. Newspapers in a number of Northern cities will be used in a campaign which is starting soon.

### Advertising Will Help Finance Railroads

TO an audience of three hundred members of the Agate Club, Chicago, and their guests, Charles H. Markham, President of the Illinois Central Railroad pointed out last week some of the developments in railroading that are in the offing. Advertising, Mr. Markham said, would have an opportunity to tell the story of the railroads in a way that will help them obtain the money they need for the expensive development work planned for the next twenty years.

"The railroads of the country will have to double their present valuation of twenty billions within the next two decades," Mr. Markham predicted, "if they are to establish guarantees for adequate service for the future. Fortunately, the extent of the public's understanding of the roads and their problems is different now from what it has been in the past. The utterances of the roads themselves in their advertising are having a great deal to do with this changed condition. Most people want to be fair when they understand what 'fair' is.

"When the Illinois Central was returned to its owners after the war we decided to buy advertising space in some 500 cities and towns along our lines to spread information about the operation of railroads in general. We put our cards on the table to let the public see plainly just what we were doing and why. The results of this advertising have been very satisfying to us. And its influence on our employees has been quite as important and as helpful as has its effect on our patrons."

In the last fifteen years, Mr. Markham said, the Illinois Central had practically doubled its property investment. Raising the funds necessary to accomplish this, he pointed out, would have been much more difficult if the road had not laid down an advertising policy and followed it.



## "When *both* must be sold"

*Dramatizing the Dual Influence a Great Newspaper  
Has in One of America's Greatest Markets*

### SCENE I

The Warrens' Home (ANY,  
St. Louis Home)

TIME: Morning (ANY Morning)

It's the breakfast hour at the Warrens' . . . The customary breakfast . . . fruit—cereal—toast—coffee and THE MORNING NEWSPAPER, always eagerly read by both Mr. and Mrs. Warren.

Here's front page news of the Presidential race. . . . X. Q. and W. preferred has taken another jump. . . . Mrs. Lydig Hoyt is coming. . . . and on the Woman's Page, an exciting chapter of Sabatini's "Mistress Wilding."

But here is the advertisement of a large manufacturer of furniture, with the names of local dealers, featuring an attractive dining-room suite . . . just what the Warrens need . . . and have planned to buy.

Interest in news—events—fiction—

now becomes secondary to a WANT. Presidents and the kings of sport must wait.

The message of an advertiser—the power of the printed word that moves men's minds, AND MERCHANDISE has again set the stage for a sale.

. . . . .

### SCENE II

The Salesroom of a St. Louis Store  
TIME: 4 hours Later

Noon—and Mr. and Mrs. Warren are entering the salesroom of one of St. Louis' leading retailers of furniture.

Both are there, for in the purchase of furniture, as in the purchase of many other lines of merchandise BOTH must be sold.

SALESMAN: "May I show you some furniture?"

MRS. WARREN: "The walnut din-

# St. Louis Globe -

St. Louis Large

F. St. J. Richards - - New York  
Guy S. Osborn - - - - Chicago  
J. R. Scolaro - - - - Detroit



The 49th State

room suite advertised by . . . in this morning's *Globe-Democrat*."

Advertising—placed in the *Globe-Democrat*, the daily newspaper that reaches MORE men and MORE women in the St. Louis market—first kindled the interest of the Warrens, then transformed the desire to possess into the act of buying.

The advertised article is called for—men—preferred—bought.

—AND THE SALE IS MADE

.....

Countless times each day the same scene is enacted in stores throughout the St. Louis trade territory—merchandise bought by WOMEN—by MEN—and jointly by BOTH—as a direct result of *Globe-Democrat* advertising.

Your advertising in this dominant medium will reach and influence the DUAL purchasing power of the St. Louis market. Within this area live a million families with a tremendous purchasing power. Most of them of average means.

The total value of their annual purchases—purchases of furniture, food, clothing, everything that goes to supply their wants and needs—is second only to the total value of annual purchases of the cities of New York and Chicago.

And the *Globe-Democrat*—St. Louis' Largest Daily—is read by more of these families than is any other St. Louis newspaper. It reaches MORE MEN and MORE WOMEN.

WHEN BOTH MUST BE SOLD ADVERTISERS USE THE *GLOBE-DEMOCRAT*

Judge for yourself—from the LINE-AGE figures of advertising placed in the *Globe-Democrat* by St. Louis furniture stores.

During the six months ending October 1, 1924, the four larger stores whose trade is among families of average and better-than-average purchasing power, used more than 75% more advertising in the *Globe-Democrat* than in the first evening paper.

During this period these four stores used 40,826 lines more advertising in the *Globe-Democrat* than in St. Louis' first and second evening newspapers combined.

One of these advertisers used twelve times as much space in the *Globe-Democrat* as in the first evening paper. The *Globe-Democrat* LEADS in the St. Louis market.

If your product is purchased by women or by men—or jointly by both—consider the unusual sales opportunities of this great accessible market, popularly known as the 49th State. Population—more than 4,500,000; concentrated within a circle—radius 150 miles—surrounding St. Louis, its capital.

Important facts and figures about the 49th State are available to advertisers seeking a new outlet for their products and to those interested in developing the sales of established lines. The Service and Promotion Department and the Research Division of the St. Louis *Globe-Democrat* will furnish a complete analysis of the 49th State as a market for the particular merchandise which you make or sell.

# -Democrat

Louis Largest Daily

New York Geo. Krogness - San Francisco  
Chicago  
Detroit  
London Agency, Ltd. - London

# Every National Women's Wear Account That Came Into Birmingham in 1924 Used The News Exclusively

## HERE'S THE LINEAGE:

Madame X Reducing Girdle	. 2,688
Madame Bess Corset Co.	. . . 80
Butterfield, Fred, and Co.	. . . 2,250
Crown Corset Co.	. . . 3,500
Field, Walter, Co.	. . . 428
International Mail Order Co.	. . . 318
Jersey Silk Mills	. . . 250
Kayser, Julius, and Co.	. . . 4,608
Kleinert, I. B. Rubber Co.	. . . 1,725
Madge Evans Hats	. . . 375
Stein, A. and Co. (Hickory)	. . . 3,855
Wear Right Gloves	. . . 200
<b>TOTAL</b>	<b>20,277</b>

*Net Paid Circulation Now in Excess of*

**DAILY**  
**78,500**

**SUNDAY**  
**90,000**

# The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.  
New York

J. C. HARRIS, Jr.  
Atlanta

KELLY-SMITH CO.  
Chicago

## Cluett, Peabody Buys Earl & Wilson Business

AN announcement was made during the past week that Cluett, Peabody & Company, Inc., has purchased its chief rival, Earl & Wilson. The report is that Cluett, Peabody & Company has agreed not only to take over the fiscal assets of Earl & Wilson, but also its trade-mark. The agreement is subject to a vote of approval on the part of the purchasing company's stockholders. The amount of money involved in the transaction has not been disclosed.

It is understood that Edgar H. Betts, president of Earl & Wilson, will become a vice-president of Cluett, Peabody & Company. At a meeting to be held shortly, the matter of retaining other officers and executives of the Earl & Wilson organization in the employ of Cluett, Peabody & Company will be considered. The two companies have about 10,000 employees altogether. It is believed that for the present, at least, the Earl & Wilson plant will be continued, and that most of these workers will be kept employed. It is also the understanding that the E & W brand will still be marketed.

Both of these organizations are very old. They have both been advertising consistently for a number of years. The Cluett, Peabody & Company business was established in 1851. It was then a partnership under the name of Maullin & Blanchard. The firm was continued under various partnership arrangements until Cluett, Peabody & Company was organized in 1901. It was reincorporated in 1913 at which time the old Apex Collar & Shirt Company was merged with it. This company has a number of plants at various places throughout the country. These plants have a production capacity annually of 12,000,000 dozen collars and 500,000 dozen shirts.

The company distributes largely

through branch stock and sales-rooms located in the principal cities of the United States and Canada. The net sales of the company in 1923 were \$28,264,902. The company has \$18,000,000 common stock and \$8,482,000 preferred outstanding.

The Earl & Wilson business was started one year earlier than the Cluett, Peabody business, or in 1850. It was organized in that year by William S. Earl. Edward P. Blanchard was admitted to partnership in 1856 and the firm name was changed to Earl & Blanchard. The next year Washington Wilson became Mr. Earl's partner, thus organizing Earl & Wilson, which title it has borne ever since. While it has not been the custom for Earl & Wilson to disclose its sales, it is generally known that it is one of the largest producers of shirts and collars in the country. Cluett, Peabody & Company is conceded first place.

No reason for the purchase of Earl & Wilson by Cluett, Peabody & Company has been announced. It is the opinion in the trade, however, that the loss of the suit with the Phillips-Jones Corporation on the Van Heusen patent has something to do with this consolidation.

We are told that the collar industry has been over-producing. It is claimed that the industry has more producing capacity than the market is able to absorb. When this happens in any industry consolidations become inevitable. Since the rise of the Van Heusen collar, an increasing percentage of the men's collar business has been going over to the soft or semi-soft, or Van Heusen type of collar. The Earl & Wilson collar, of this type, had been so well advertised and so successfully merchandised that a good percentage of the firm's recent business was obtained on this collar. The loss of the suit was, therefore, a serious blow to the company.

*How to Sell and What to Sell*, published monthly by the Kable-Spalding Company, Mt. Morris, Ill., will be issued as one publication beginning with the April issue.

## The Toy Model Has Its Limitations

KLAU-VAN PIETERSON-DUNLAP-  
YOUNGGREEN, INC.  
MILWAUKEE

### Editor of PRINTERS' INK:

Undoubtedly, many manufacturers, like the Bissell Carpet Sweeper Company, for example, have found their product adaptable to production as a toy for sale to a juvenile trade.

Will you please refer us to any articles you have used concerning the sales value of a miniature product, particularly where the manufacturer himself has undertaken its promotion, distribution and sale?

KLAU-VAN PIETERSON-DUNLAP-  
YOUNGGREEN, INC.,

HARRY SCOTT.

TOY models of a number of products have been used by different manufacturers with varying degrees of success. The Bissell Carpet Sweeper Company, referred to in the above letter, was one of the first to make and advertise a juvenile edition of its regular output. Also, we understand that Bissell is entirely satisfied with the returns it has secured from the time and money expended in the manufacture and sale of these toy models.

Other advertisers, however, have not had equally fortunate—or profitable—experiences. That is not due to any inherent fault in the toy model idea. At the same time, these failures and near-failures emphasize the importance of refraining from adopting a miniature model for sale to the juvenile trade, or even for free distribution, merely because the products happens to look "cute" in the smaller size.

In most instances, it will be found advisable to take on a toy model only when it can be made to stand on its own feet. Otherwise, the cost of manufacturing and distributing it will, in all likelihood, be charged to the advertising appropriation and the miniature model then defeats its own purpose. It becomes a drag on the general advertising campaign, instead of an aid. No doubt, this fault will be found at the bottom of the large majority of toy model plans that have fizzled.

On the other hand, when the toy model is priced at a figure

which at least enables the manufacturer to break even, it may require more intensive selling effort than it is worth. Frequently, it has to be distributed through different retail outlets or through different departments in a store. That means the salesmen must spend a considerable amount of their time fighting for orders to the detriment of the regular line. Their hearts will hardly be in the work and furthermore they will be up against the competition of salesmen who specialize on toys.

Finally, there is the objection that the toy model may interfere with the production of the regular line. It may, in other words, upset factory routine. A time may come, when the factory cannot keep up with orders on the regular numbers and the toy models will simply take up so much needed machinery.

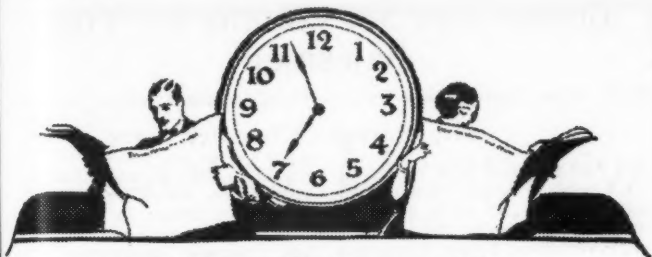
These are not the only weak points of the toy model idea. They should suffice, however, to convince any manufacturer who is tinkering with a toy model that, before adding it to his line, he give it the same thoughtful consideration that would be given before any other addition was made to the factory output.

The toy model can be a very effective sales help. It can also be a very expensive luxury. The three most important things to bear in mind, when a toy model is being considered are: 1. Don't let it eat too big a hole into the advertising appropriation. 2. Don't let it consume too much of the advertising and sales departments' time. 3. Don't let it interfere with regular factory production.

Information concerning the successful application of the toy model idea is contained in articles published in *PRINTERS' INK* and *PRINTERS' INK MONTHLY*. A list of these references may be obtained by writing the Research Department.—[Ed. *PRINTERS' INK*.

### Death of Miss V. Walburn

Miss Virginia Walburn, advertising manager, in charge of the Fifth Avenue section of *Scribner's Magazine*, died at her home at Elmsford, N. Y., on February 1.



in New Orleans its  
**The Morning Tribune**  
 AND  
**THE NEW ORLEANS ITEM**

*all Day  
 Coverage*

**At One Cost!**

**Largest Circulation—Lowest Cost**

**JAMES M. THOMSON**  
 Publisher

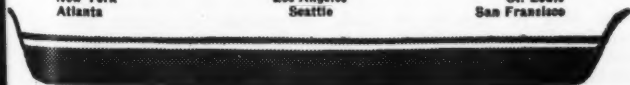
National Advertising Representatives  
**JOHN BUDD COMPANY**

**A. G. NEWMYER**  
 Associate Publisher

New York  
 Atlanta

Chicago  
 Los Angeles  
 Seattle

St. Louis  
 San Francisco



# Before You Set Quotas for Your Salesmen

Study These Quota Plans—Some of Them Succeeded; Others Did Not

By Hartwell Chandler

**W**HILE most sales executives take a lively interest in sales quotas, and while many of them actually utilize the quota, it is, nevertheless, a fact that quotas are much misunderstood. As a consequence, they sometimes present actual barriers to normal and logical sales expansion.

Some manufacturers fall into the error of believing that their salesmen are working on a quota basis when they are doing nothing of the kind. Others, shoot at quota targets which are hopelessly out of range. When they fail to hit the mark their morale, and that of the whole sales force, takes a plunge.

"We take the total sales volume in our best territory," says the president of a textile company, "and the total population figures for that territory and figure out what the per capita sales of our product there have been. Then we use that per capita sales figure as a quota basis for all our other salesmen. We ask them to show an equal per capita sales in their territories."

The sales manager of a corporation in the building products field which has used a system of quotas, if you want to call it that, for the last two or three years, describes his method as follows: "We simply had to have a bigger volume of sales and decided that some method of selling by quotas would help us. At our annual convention we asked each of our men for a flat 10 per cent increase over his sales total for the preceding year. They agreed that it was fair enough and most of them came up to the mark we had set. This year we are doing the same thing, that is, looking to each man for 10 per cent better sales than in 1924."

A third sales executive, the as-

sistant to the president of a huge corporation which manufactures a product fitting in somewhere between the luxury and the necessity classes, summarized the principles back of his company's quota plan this way: "We have kept very complete statistics over a long period of our sales by dealers, by cities and by States. In order to know what part of the market we are selling to at any given time, and in fact what the market really is, we are guided by a purchasing power index based largely on these factors:

1. The number of persons in each sales territory reporting over \$1,000 income.
2. The average income in each territory.
3. The number of automobile registrations—passenger cars.
4. The proportion of dwellings equipped with electric light and phone.
5. Expenditures for luxuries, estimated from excise taxes.
6. Magazine circulation.
7. Interest in education based on the expenditures for education and the attendance at schools.
8. Percentage of foreign-born population and percentage of rural population.

"The income figures and the passenger cars registered we regard as heavier factors than the others I have mentioned. From all the data gathered we can determine which territories have a high purchasing power. Then, by making a simple comparison with our actual sales in each territory we can begin to set quotas from which some of the guesswork has been squeezed dry."

This small cross section touching three different fields of selling illustrates clearly how far apart the minds of sales managers may be when the conversation swings to quotas. A fourth illustration may not be out of place here in indicating how mobile is the sliding scale of standards on which



# Cover Designs

Many an honest heart beats beneath a ragged coat. Many a flower is "born to blush unseen." Many a well-intended bit of advertising falls by the wayside because of its weak outside.

We keep a couple of good men busy just doing booklet and catalog covers. It is a sort of superstition with us that the cover ought to live up to the inside.

Samples for the asking.

## Charles Francis Press

461 Eighth Avenue      Telephone Lackawanna 4300

Printing Crafts Building, New York

*Unparalleled in 200 years of magazine publishing—the swift, upward surge of Liberty's circulation!*

**W**EEK after week, more than 800,000 people step up to the newsstands of this country and lay down 800,000 nickels for Liberty *because they want to read it*. Sheer merit has made it unnecessary to resort to price cutting, clubbing offers, premiums to subscribers, or other circulation crutches! Such a tremendous demand, based alone on the public's increasing interest in this clean, live, human weekly, *certifies* advertising effectiveness.

*May 1924 exceeded 500,000  
net paid*

*September 1924 exceeded 600,000  
net paid*

*November 1924 exceeded 700,000  
net paid*

NOW—net paid in excess of  
**800,000**

*Advertisers now appearing  
in Liberty bought this  
800,000 net paid on the  
basis of the 700,000 or the  
600,000 or the 500,000  
rate—depending on which  
rate adjustment they  
anticipated!*

**NEW RATES  
ARE INEVITABLE!**

**Liberty**  
*A Weekly for Everybody*

**NEARING ITS FIRST MILLION!**

CHICAGO  
7 So. Dearborn Street  
Phone, Central 0100

NEW YORK  
247 Park Avenue  
Phone, Vanderbilt 7489

LOS ANGELES  
406 Haas Building  
Phone, Metropolitan 3172

quotas are fixed. "Our quotas are not always based on the potential possibilities of a district," the vice-president in charge of sales of one of the largest vacuum cleaner companies told PRINTERS' INK: "We take into consideration the strength of our own selling organization in the district and what the chances are for a further development of it, both as regards the caliber and the number of the men. I pay more attention to the man power in our respective organizations than I do to the number of potential buyers of vacuum cleaners."

So opinions run. Every sales manager apparently has his own views and ideas as to what a quota is and how it should be fixed. Every plan seems to differ in one or more respects from all others. Out of all the currents and cross-currents, as to detail, however, the trend toward the quota method of building up not only a volume of sales but a profitable volume stands out clearly.

The head of the sales department of a fairly good-size company in the automotive field expressed the following opinion concerning quotas:

"Good business is demanding the setting of quotas for salesmen," he agreed. "But the big thing that the sales manager runs up against at the start is the question of how to set an honest quota. He must sell two separate parties on it, the salesmen and the management. It must be fair to both."

"Now when it comes to setting a quota, how shall the manager approach the job? Shall he base it on the possibilities of each territory so far as they can be gauged? Shall the strength of the sales force and its position with respect to competitors be the criterion? Or, shall we be satisfied with last year's sales as a starting point?"

"I don't know. But I do know that whether or not a sales manager has interested himself seriously in market analysis and

research he is certain to find himself digging into those subjects before he arrives at anything even closely resembling equitable quotas for his men. He will find that he must split up his market into many small units, each to be examined closely. Probably he will come to the conclusion that he can learn a lot by jumping on a train and putting in some study of the real selling possibilities at short range.

"In selling to the automotive field we have used quotas for the last two or three years with the kind of success that shows in the sales report. At the start we learned that we could not fix quotas fairly without knowing pretty definitely where our prospects were, how many of them there were and who were the best prospects. When we got that far we were up to our necks in market analysis and we wanted to carry on with it. After all, the difference between quota setting and market analysis is merely one of degree. Quota is the sales manager's conclusion as to the share of sales the man or the territory ought to produce. Market analysis is the basis for fixing that quota."

#### QUOTA INFLUENCED BY PRODUCT

The character of the merchandise to be sold must, of course, influence the setting of quota figures, since equitable quotas cannot ignore purchasing or consuming power. The possibilities for the sale of paint, cameras, automobile lubricants, soap and office equipment can hardly be measured by identical indices of purchasing power. The nature of the product narrows down or widens the field of buyers except in the cases of the few products which are universally used. Existing competition, the age and experience of the company and its standing, the amount of advertising being done, and the price of the article sold, must all be considered. Practically every manufacturer can afford to map out three essentials right at the

beginning of his quota campaign.

These are:

1. The location of the best markets and a recognition of their importance.
2. The kind of coverage salesmen can give their territories.
3. The minimum amount which each man must sell to enable him to operate at a profit to his firm.

Of course, if a manufacturer has kept statistical records of sales in the past so much the better. He can study per capita expenditures for his product in his various territories and open the way for learning why some territories drop below normal.

A candy manufacturer located in the Central West who has been an outstanding advertising success called his men together for a sales dinner just a little less than two years ago. No one knew in advance just what the purpose of the meeting was and it was kept a secret until the dinner was about to break up. What this manufacturer proposed then was that each salesman set his own quota for the final six months of the year. He explained that the company was young. The salesmen themselves knew the possibilities of their territories better than anyone at the home office could know them, he pointed out. Then he read the sales for the first six months and asked each man to write on a sheet of paper how much he would set as his quota for the remainder of the year. What he wanted, but scarcely dared to ask for, was an increase of 25 per cent in sales to enable him to put an economical production schedule into effect. To his surprise the men promised him an increase of 43 per cent, and what is more they made good their promise.

He tried the same idea again at the beginning of 1924, and the year started off big with the sales organization pulling together like a well-trained football team that has its eyes on a championship. Then the salesmen found that they had let themselves in for a contract that they couldn't fill. A new and lower-priced competing article began to cut deeply into

their sales. Political talk and rumors of an impending slowing down of business led dealers to put the brakes on their buying and before the management was aware of it the self-imposed quota system was off the tracks completely. This company has permanently given up the idea of having the salesmen set their own quotas. The sales manager now gets away from his desk frequently enough to know the conditions in the field as intimately as any salesman knows them.

One of the biggest paint manufacturers in the South pays its salesmen a salary and expenses, the amount being based on a certain minimum sales volume which the company feels that each man ought to produce in order for him to be a good investment. But quota is figured in points earned, rather than in dollar-and-cents volume of business done, a method which seems to be finding growing favor, especially with manufacturers who have lines or families of products. By awarding relatively large numbers of points for selling long-profit specialties, this company gets an effective drive behind items which would otherwise be neglected in favor of the easy-to-sell products.

The point system quota keeps the entire line moving in a nicely balanced manner. This is explained by the fact that no salesman makes his monthly quota unless he:

1. Sells a certain amount of paint, each month to consumers through the dealer on a signed order.
2. Opens more than one full line dealer account.
3. Saves a certain amount on his estimated expenses for the month. There is a penalty, here, too, when the estimated amount is exceeded.
4. Sells a certain dollars and cents volume of all paints and varnishes in the line.

Although a salesman's monthly report may not be perfect on all four of these counts he can still gather in enough extra points to make up the deficiency and land above quota. For example, several specialties which the company is anxious to push carry

**T**HE purchase of The New York Herald by The New York Tribune ten months ago resulted in the most successful consolidation in the history of American journalism. The New York Herald Tribune has retained practically all of the daily readers of The Herald and The Tribune and all of the Sunday readers of both newspapers. The New York Herald Tribune's net paid circulation of over 270,000 daily and more than 300,000 on Sunday represents units of purchasing power and responsiveness unexcelled by any newspaper in this country.

In these eighteen classifications—Local Display... Dry Goods... Office Appliances... National Advertising... Men's Furnishings... Classified Advertising... Books... Jewelry... Real Estate Display... Real Estate Classified... Tobacco... Foodstuffs... Hotels & Restaurants... Miscellaneous Display... Amusements... Building Material... Radio... Want Advertisements—a range as wide as the appeal of the newspaper—The Herald Tribune made a larger gain in December 1924 over the same month in 1923, than any New York morning newspaper, and in many cases practically as large a gain as all New York morning newspapers combined.

**The New York  
Herald Tribune**

The New York Herald  
Tribune **GAINED**  
**426,694** lines of  
advertising in December  
1924 over the same pe-  
riod last year—152,266  
*more than the gains of  
all the other New York  
morning papers combined*

The logical keystone  
for every successful  
advertising campaign  
in the World's greatest  
market.

The New York  
**Herald Tribune**

# TELL AND SELL THE MERCHANT AND HELL TELL AND SELL THE MILLIONS ♡

The ECONOMIST GROUP

*239 West 39th Street, New York*

DRY GOODS ECONOMIST  
MERCHANT-ECONOMIST

*(Offices in twelve principal cities)*

45,000 subscribers  
in 35,000 ~~foremost~~  
stores in 10,000 key  
centers, does doing  
three-fourths of the  
total business done  
in dry goods & de-  
partment store lines  
10 of all!

♡  
***He's the largest advertiser in the world!***

Feb.  
siza  
the  
his  
full  
me  
Wh  
for  
copi  
cove  
tory  
way  
sale  
tect  
pick  
call  
all  
stea  
line  
over  
whic  
ther  
T  
wha  
terr  
mun  
man  
leas  
So  
of  
may  
was  
chan  
ing  
and  
he  
nitel  
the  
wha  
mar  
port  
tial  
go  
of  
tion  
sale  
that  
one  
terr  
duce  
Pa  
capit  
come  
min  
wher  
with  
latio  
prod  
uabl  
auto  
ber



sizable credits which will fill in the gaps. If a man has sent in his weekly reports covering six full days' work as required for a month he receives five points. When he can spot errors either for or against the company in his copies of the invoices sent out covering shipments into his territory he scores again. In these ways, the company keeps the salesman alert, on his toes, and protects itself against the man who picks out the items which practically sell themselves and spends all his time working on them instead of building up the entire line. As a reward for rolling up over a hundred points per month, which is each salesman's quota, there is a cash bonus.

The big job is to determine what is each salesman's or each territory's fair share. The maximum output of practically any manufacturing plant is fixed, at least within certain known limits. So, too, is the consuming power of each territory, although it may be greater today than it was five years ago due to habits changed by advertising and selling pressure. The salesman's time and the amount of territory that he can cover are also fairly definitely fixed. Just how, then, is the sales executive to discover what share of his output each market ought to absorb or what portion of each territory's potential he can get? How, too, shall he go about convincing his salesmen of the correctness of his calculations? This is important because salesmen have a habit of feeling that they know better than anyone else what their respective territories can be made to produce.

Population figures and per capita buying power statistics come first in any sales manager's mind. They are useful, but only when they have been interpreted without prejudice. Only their relation to sales of the particular product being sold makes them valuable. Bank deposits, tax returns, automobile registration, the number and average size of families

within a territory, the number of unencumbered homes, the distribution and character of industries within a territory, urban or rural characteristics of the territory—all these carry weight when management sits down to the task of determining what various markets have to offer in profitable sales.

The National Association of Real Estate Boards, for example, recently issued its fifth semi-annual survey covering the building and housing situation in 250 cities. It is in such a form that almost any sales manager can gain interesting data from a half-hour's cursory examination. Other associations, various publications, and of course the Department of Commerce, have countless surveys which yield facts on which the foundation of equitable quotas can be constructed.

#### COMPETITION A FACTOR

Whether or not markets have been well plowed by competitors naturally determines, to some extent, what any manufacturer can logically hope to accomplish. How well established and organized is the company with respect to this competition in each territory? What are per capita sales for the product in question for all manufacturers here, and what is the ratio of the company's sales to total sales? How much do new dealers sell as compared with old dealers? What are the opportunities for adding new dealers?

There are other questions which are bound to suggest themselves to the sales manager who attempts to measure his markets. Not all of them can be answered satisfactorily. Nor may it be advisable to dig out answers for many of them. The nature of the product itself should act as an indicator as to what sort of data are useful and germane to the problem of setting a quota that is fair to all concerned. But, after all, the sales manager cannot escape the responsibility for identifying the prime factors which have a bearing on the sales.

Nothing will whet a salesman's

interest in making a new quota like the prospect of higher pay, although money, as most sales managers know, isn't the only object for which salesmen will put on steam. They want the recognition of the company and their associates but bonuses and prizes naturally make the biggest appeal.

But what of the salesman who honestly believes that his quota assignment is unfair and who looks on it as unattainable? Here is where the sales manager's knowledge of conditions as they are must come to the fore. "Unless the sales manager gets out into the territory, he is going to be stopped cold when a salesman comes to him and complains that neither he, nor any other man, can get the required amount of sales out of his territory," says F. D. Perry, sales manager of A. Stein & Company, the makers of Paris garters. "If the manager knows the territory, this is the time he must prove it. If he has worked out an equitable quota system he should be able to show his men why it is equitable. If he can't show them, why he simply isn't a sales manager.

"One good way of selling a man on an increased quota is to offer him more time to develop the business in his territory. That usually means cutting the size of the territory, so that the man can see his good customers more often. We have never cut a territory without increasing the amount of business coming out of it. Sell your salesman on what you will do for him and what he ought to do for himself and you have sold your merchandise."

One manufacturer says he has no faith in the quota plan when it is on a yearly basis. He sets a quota for each month's sales but closes his records every six months because his sales force seems to pick up new impetus every time it starts off on a new lap. He recognizes, quite frankly, that making quotas come true is bound to be hedged in with some

difficulty under the best of conditions.

Real management is needed to keep the sales force determined to convert paper estimates of quota into established facts. Here is where the sales chief at headquarters, his branch managers and group leaders have a chance to justify the responsibility placed upon them. Here is where team work counts.

A salesman writing \$50,000 worth of business a year in his territory may be performing practically 100 per cent for his house. Another man, selling \$100,000 worth of the same merchandise, it may develop, is missing on several cylinders. The former combs practically all the sales, big and little, out of his towns that they can yield. The latter, although his volume is big, loses or overlooks a lot of business within reach that should be his. To set quotas for these men asking each for a flat 10 per cent increase would be grossly unfair unless some change or readjustment in the territories is included in the arrangement. Yet horizontal increases of this kind are common.

Statistics, when they are gathered, ought to be used to iron out just such inequalities instead of making them more pronounced. Otherwise, they are dangerous playthings. Where they are tossed about and juggled carelessly they may become the masters, and not the servants, of better selling. Other methods of quota setting contribute just as fully and as flagrantly toward making statistics the cruel overlord.

On the other hand, the equitable quota which looks facts in the face does more than help the sales department's performance. Its effects are felt in stabilizing and maintaining production plans, in determining purchasing policies and in setting wage scales.

G. E. McCullough, for several years with the Canadian Advertising Agency, Montreal, has been appointed promotion manager of the *Toronto Globe*.

# How Good Is Your Mailing List?

The Direct Mail Advertiser who uses Auto Owner lists knows that his prospective purchasers are officially registered and classified *actual buyers*. Ownership of a car usually indicates a certain amount of affluence—financial ability to spend money for other necessities or luxuries. There are 16 million owners of cars in this country. We have approximately all of them listed in practical form for your use, by

## THE DONNELLEY METHOD

—a combined and synchronized system of listing, checking, revising, addressing and mailing that eliminates duplications. Simple, economical and as accurate as it is humanly possible to compile Auto Owner lists.

**The Reuben H. Donnelley Corporation**  
NEVADA, IOWA

*Specializing on Automobile Owner Lists  
and Automotive Statistics*

# SUCCESSFUL



## An Introduction *plus* a Recommendation

Important National advertisers for more than twenty one years have chosen Successful Farming as the backbone of their campaigns to the farm field, because in addition to "coverage" it gave them an introduction to real farm homes, **plus** a recommendation from a trusted friend.

Reader-confidence in the publication means results for the advertiser. From the first issue, Successful Farming has guaranteed its advertising. Our subscribers are permanent—changes in address average less than 4% a year.

Thirty-six advertisers who invested \$13,633 in our first year, used Successful Farming space to the extent of \$117,650 in 1923. They stay because it pays.

*There's a Difference in Farm Papers*

## THE MEREDITH

E. T. MEREDITH

SUCCESSFUL FARMING • BETTER

Chicago Office:

J. C. BILLINGSLEA A. H. BILLINGSLEA  
123 W. Madison St. 342 Madison Ave.

New York Office:

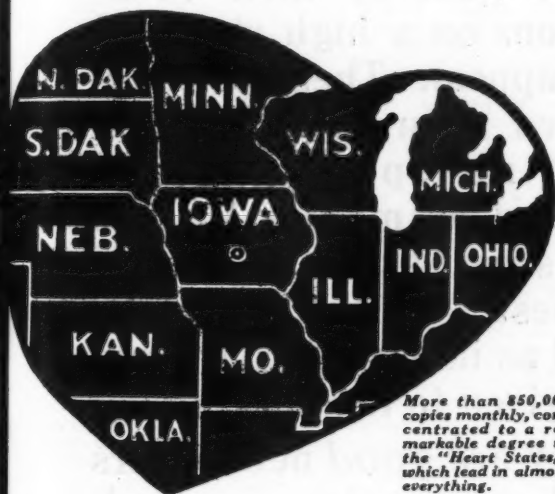
St. Louis Office:

A. D. McKINNEY  
Syndicate Trust Bldg.

Kansas City Office:

R. R. PALACE

# F FARMING



*More than 850,000 copies monthly, concentrated to a remarkable degree in the "Heart States," which lead in almost everything.*

in on  
exten for Dot Map showing  
ys. density of circulation by  
ities.

Our Bureau of Market Analysis  
will gladly furnish definite data  
on your farm market possibili-  
ties. Write!

## IT PUBLICATIONS

EDIT Des Moines, Iowa  
TER GARDENS

• THE DAIRY FARMER

Kans  
O.  
Land  
Des Moines Office:  
R. R. RING  
Palace Bldg.

Western Office:  
C. W. WRIGHT  
Sharon Bldg., San Francisco

F. O. BOHEN  
Advertising Director  
The Meredith Publications

# The Providence Journal and

## The Evening Bulletin

have built up their circulations on a high standard of appeal. Their policy is based upon the conviction that newspapers are intended primarily for the dissemination of news—honestly, fairly, completely, and as impartially as it can be given to its readers.

They are *good* newspapers—they are also *good* advertising mediums.

The circulation of these newspapers is now over 101,000 net paid.

Flat  
Rate

**23c a Line**

**Providence Journal Company**  
Providence, R. I.

Representatives

CHAS. H. EDDY CO

R. J. BIDWELL CO.

New York

Boston

Chicago

San Francisco

Los Angeles

# Tire Treads Can Be Registered as Trade-Marks

A Patent Office Decision Which Is of Interest to Manufacturers in Many Fields

*Washington Bureau  
of PRINTERS' INK*

UNTIL very recently, automobile tire treads could not be registered as trade-marks, although design and mechanical patents have been secured to protect certain peculiar treads. Now a decision has been rendered by the Patent Office which reverses the general ruling and allows the registration of the distinguishing feature of an automobile tire tread design, in the absence of design and mechanical patents. This ruling considerably broadens the past interpretations of the trade-mark law on the part of the Patent Office in cases of the kind.

Undoubtedly, this unusual decision will affect the registrability of distinguishing features of many other articles that could not be registered because they are component parts of, or functional elements attached to, manufactured products.

This decision is the result of an appeal from the action of the examiner of trade-marks in refusing to register as a trade-mark for rubber tires the numeral arrangement "9/6." The specimens filed illustrate an automobile tire showing this mark repeated continuously around the circumferential tread of the tire. The applicant, the Fisk Rubber Company, referred to its mark as "Ninety-Six," and explained that upon the side wall of the tire these words are molded, and upon the tread of the tire are molded the raised figures "9/6" separated by a central rib and connected to it by short bars. The applicant had secured trade-mark registration on the words "Ninety-Six" on August 7, 1924.

In justifying his objection to the registration of the mark "9/6," the examiner cited the case of the Goodyear Tire and Rubber Company. Registration was refused

Goodyear for a series of circumferentially disposed outstanding blocks approximately diamond shaped, making up a non-skid tread for an automobile tire. But in reversing the decision of the examiner, Karl Fenning, assistant commissioner, emphasized the fact that the Goodyear company had procured a design patent for its tire tread, and his opinion appears to rest largely on this point.

"It was obvious," he said, "that on expiration of the patent the design would be free to the public and consequently it could not be given exclusively to applicant by trade-mark registration extending for a period beyond the period of a design patent. That decision considers many cases and reaches the proper conclusion. It is pointed out that there is no showing that the mark there in issue was adopted for the purpose of indicating origin. I am unable, however, to find that case controlling the present matter."

Then, in referring to the Fisk case, the assistant commissioner declared that it is clear that the mark "9/6" is prominently enough placed upon the tire to be a distinguishing mark. He pointed out that it forms a part of the tire and, in addition to its distinguishing feature, has the functional purpose of preventing skidding.

"Neither of these considerations, however," he continued, "entirely precludes the registration of the mark. Its registration will prevent no one else from producing a non-skid tread or from producing the function applicant accomplishes unless there is employed a close copy of applicant's mark. Any other form of non-skid device may be free to the public. Inasmuch as there is a wide variety of forms of non-skid tread open for selection, applicant by choosing the present device has done something which acts as a

commercial signature to distinguish its goods. Without doubt, the adoption by another, in such a way as to cause trade confusion, of the tread illustrated in this application would be enjoined by a court on the common law ground of unfair competition. The law of trade-marks is one branch of the law of unfair competition, and I am unable to see why the mark now presented, which may become an instrument of unfair competition, may not be appropriately protected by the trade-mark law."

An interesting feature of the case is the recognition of the part the public plays in establishing the property value of a distinguishing feature of merchandise. The applicant pointed out the common practice among dealers and the general public of recognizing and distinguishing tires of various makes by the form of the tread applied to non-skid tires. In commenting on this phase of the matter, the assistant commissioner said that it seemed clear that the particular form given to such a tread does, in the mind of the public, indicate source or origin. In this connection, he again stressed the importance of the relationship between patent and trade-mark registration, as follows:

"When the particular shape is not made the subject of patent so that it is dedicated to the public at the end of the patent period, I am unable to find any logical reason why the form of the tread itself should not be considered a trade-mark by this office, especially in view of the fact that it is commonly so considered in the trade and by the public."

This opinion follows closely the decision of the court in the case of the North British Rubber Company versus the Racine Rubber Tire Company (271 Federal, 936), which was cited by the Fisk company in its application. Infringement of tread design was charged in this case, which was tried under the common law, and, in its opinion, the court held:

"Nor is it doubtful that the purpose (of the specific form of tread) next in importance (to the prevention of skidding) is to

identify plaintiffs' anti-skidding device, and thereby in effect operate as a trade-mark."

However, the entire legality of the decision is yet to be determined, judging from the decision, for the assistant commissioner said that he had carefully examined the cases referred to by the examiner and those referred to by the applicant, and was unable to find any case entirely controlling the present state of facts.

"The purpose of the Patent Office," he concluded, "is to go as far as the law allows in registering trade-marks, so that the propriety of registration may be determined by a court. Following this principle and waiving doubts the present mark must be registered."

### "Electric Light and Power" Augments Staff

Carl E. Harris, M. A. Smetts and Lenard S. Biespiel have been added to the staff of *Electric Light and Power*, Chicago. Mr. Harris joins the Chicago business staff.

For the last four years he has been Western manager of the Keystone Consolidated Publishing Company, Pittsburgh. He also was formerly with the Chicago office of the McGraw-Hill Company, Inc. Mr. Smetts is in charge of a new sales and advertisers' service office which has been opened at Cleveland. During the last five years he has been engaged as a representative in Cleveland for several business papers. Mr. Biespiel is a member of the advertisers' service department at Chicago. He previously was engaged in industrial advertising.

### New Campaign for Milbradt Lawn Mowers

Quarter-page space is being used in a number of magazines in a campaign which has been started by the Milbradt Manufacturing Company, St. Louis, on its power lawn mowers. The Ross-Gould Company, advertising agency of that city, is directing this campaign.

This agency also has started a new campaign for the Blanton Company, St. Louis, manufacturer of Creamo margarin. Newspapers are being used for this account.

### Forms Advertising Business at Dallas

Kenneth E. Taylor has organized an advertising business under his own name at Dallas, Tex. For the last three years he has been with the copy department of the Johnston Printing & Advertising Company, also of that city.





## Acceptable Advertising

Every line of the 25,313,749 lines of advertising printed in The Star during 1924 was carefully censored.

You'll find yourself in good company in The Star—and Star readers, which means nearly everybody in Washington, have faith in Star advertising—because they know the policy that permits the printing only of authentic news controls admission to its advertising columns.

**The Evening Star.**  
WITH SUNDAY MORNING EDITION  
**WASHINGTON, D. C.**

**NEW YORK OFFICE**  
 Dan A. Carroll  
 110 E. 42nd Street

**CHICAGO OFFICE**  
 J. E. Latz  
 Tower Building

# You're Right

## New York Editorial Conference

At its noonday meeting held at the Hotel Astor, Dec. 5, members listened to a triangular discussion on the subject of "boiler-plate" material sent out by advertisers for publication in the editorial pages of business papers. Frank C. Wight, editor *Engineering News-Record*, presented the case for the editors. M. L. Wilson, vice-president of the Blackman Company, in presenting the side of the agency, developed the significant thought that space buyers were not so much interested in circulation per se when contracting for space in class and trade papers, but in reader interest. "Representation of business papers, instead of stressing the new circulation drive," said Mr. Wilson, "would be talking more to the point if they could point to a high percentage of renewals of old subscriptions." P. C. Gunion, advertising manager of the Hyatt Roller Bearing Company, who was unable to be present for the advertiser, was unable to be present. His paper was read by proxy.

## The World's Most Dependable

---

# Mr. Wilson

---

**The Renewal Percentage  
of The Iron Age  
is 82.7%**

***Industrial and Market Paper***

---



# Authoritative

Contracts are signed between refiners and distributors based on future prices to be quoted in future months on the page illustrated above, the "markets" page of *National Petroleum News*. Rather convincing evidence, isn't it, that *National Petroleum News* has won the confidence of the industry it serves?

## Offices:

CLEVELAND  
812 Huron Road  
CHICAGO  
360 N. Michigan Ave.  
NEW YORK  
342 Madison Ave.  
TULSA, OKLA.  
608 Bank of Commerce Building  
HOUSTON, TEXAS  
614 West Building

Members  
A. B. C.

Members  
A. B. P.

# Some Advertising Wastes and How to Eliminate Them

Practical Suggestions Which Should Be Taken to Heart by All Advertisers

By G. Lynn Sumner

Vice-President, Women's Institute of Domestic Arts and Sciences and President of the Association of National Advertisers

**W**HAT can we do, first, to reduce those wastes that actually exist in advertising; second, to make advertising more effective and more profitable; and third, to convince producers and consumers both that advertising is not so bad as it is sometimes painted—that right now it is doing a vastly important, an indispensable job—and that it is fast becoming not only a great business force but an implement of great public service?

The first thing to be done is to determine those phases of advertising practice which admit of scientific study and to begin to get the facts.

The first great step forward in this finding of facts was the creation of the Audit Bureau of Circulations. It has made it possible to apply a real yardstick to circulation, to buy in known quantities, to know where that circulation goes and to know how it is secured.

The next thing needed is a qualitative analysis and I am glad to learn that the American Association of Advertising Agencies has planned to make that the first undertaking of its new Research Bureau.

There is another thing the advertiser wants to know and that is whether, when he advertises in several publications, he is reaching a much larger market or whether he is virtually sending several salesmen each month or each week to call on the same prospect. He is interested, in other words, in knowing something about duplicated circulation.

The Association of National

Advertisers does not claim that repetition may not be desirable in the advertising of many products, but we do feel that the advertiser should have the facts on which he may make his own decision as to whether he wants to duplicate his advertising over and over to the same home.

One advertiser may have an appropriation of \$50,000 and with that sum may want to place his message before the greatest possible number of people. Another may want to use a limited appropriation to repeatedly impress a limited group. Another may be a very large advertiser seeking to cover the whole country completely and repeatedly. Any one of these can intelligently plan his campaign only by knowing the distribution and the duplication of the mediums which are available for his use.

The next subject for study I would say to be the more scientific use of units of space. Pick up almost any publication today and you will find the great majority of advertisers each represented by a full page. I wonder how many of them could produce figures to show how they arrived at the conclusion that that was the proper unit of space to use, or why some use two pages instead of one, or why some use color instead of black and white—*real* reasons, I mean, not impulses prompted by the more advantageous showing of a pretty picture. The assumption, of course, is that the greater the space the greater the attention value. However, the law of diminishing return is inexorable in its operation, and it may well be that the user of pages and spreads of color is paying a handsome premium for

Portion of an address delivered before the New York Advertising Club on January 28, 1925.

the plus attention that he secures.

The Woman's Institute built its business exclusively through selling by mail. We advertise in the women's magazines and follow up the inquiries received by letter. Every piece of copy is keyed, so we know exactly how many inquiries we get from each piece of copy, each unit of space, each magazine. We know just how much we spend in follow-up and therefore exactly what we spend per sale. Let me say here, parenthetically, that as proof of the value of advertising, we spent in eight years \$2,000,000 in magazine advertising, received direct inquiries from 2,500,000 women, representing at least 10 per cent of all the homes in the United States, and sold by mail to those women \$16,000,000 worth of instruction service.

But to cite a specific instance. One year we used in a certain magazine six half-pages of space costing \$20,000 and made 2,588 sales. These returns were exceptionally good, so the next year we used six full pages costing \$46,000 with the secret hope of getting twice, or possibly more than twice as much business. Conditions were the same, the copy was certainly just as good. But with an increase of 100 per cent in lineage, and an increase of 130 per cent in cost we secured only 3,192 sales, an increase of 604, or only 23 per cent. Charging the increased expenditure of \$26,000 all against the 604 additional sales, we actually lost money on that group and so made less profit on the business from the series of pages than from the series of halves.

This is only one instance, of course, but it is an example of the kind of information the direct advertiser has an opportunity to secure and which at least affords food for thought to the general advertiser who more or less blindly uses big space to secure domination without knowing whether he is really getting domination or what domination costs.

Where will this endless battle for domination end? Is the thought too grotesque that some day a disarmament conference

may be called and some 5-5-3 ratio determined that will enable advertisers to once more live in peace and prosperity, enjoying the same *relative* attention, but with less strain on the vocal organs and the company's treasury and less waste in the cost of distribution?

And now for a consideration which, while placed last in order of sequence, might well be first in order of importance. I speak of advertising copy. It is another misfortune of advertising that the sequence of thought with regard to an advertising campaign is:

1. You are going to advertise.
2. You are going to spend a half million dollars.
3. You are going to use the great publications, X, Y, and Z.
4. You are going to use full page space.
5. You don't know yet what you are going to say in the copy.

Yet copy is absolutely the sole factor upon which the success or failure of that campaign is going to depend. Remember again that copy is nothing more nor less than a salesman. Suppose you hired a salesman by the same formula. This would be your procedure:

1. You are going to hire a salesman.
2. You are going to pay him \$8,000 a year.
3. His name must be Smith.
4. He must be exactly six feet tall.
5. You haven't any idea whether he can talk or what he is going to say.

But let's concede that you have secured a good salesman and you have agreed to pay him \$8,000 a year, exactly the cost of one full-page advertisement in any one of several publications. What would you do with that high-price individual? Why, you would spend days and maybe weeks, preparing him for his work, training him, coaching him, helping him develop a presentation of your product that would make the most favorable impression possible and actually secure the greatest number of sales. Stop and think! You have hired an \$8,000 advertisement to do exactly the same thing, only it is going to call on millions while he calls on a few. Its responsibilities and its opportunities are vastly greater than his. What do you do with it? Sometimes you



## *Bungle And Bunk Get No Place At Our Case*

THERE'S nothing new under the sun. Spooning swooners or swooning spooners to the contrary notwithstanding, there's nothing new under the moon, either. Even the Irish bull, they say, used to be a calf in olden Greece. We promise no client "something brand-new in set-ups." That's the brand of Bungle and Bunk, canners of wind puddings with hot air sauce. We proffer every font and flourish, facility and *finesse* of mechanical masters over type. We proffer, in addition, "our way of doing it," and that is as exclusively our own as our left rib or the cut of our jib.

**FREDERIC NELSON PHILLIPS, INC.**

*Typographers Who Prove It With Proofs*

314 East Twenty-third Street

New York City

give it the attention it deserves, but I heard the other day of a \$70 a week copy writer who boasted that he wrote ninety advertisements in one week. That's just about seventy-eight cents each, and I'll bet it was seventy-eight cent copy. I heard another copy writer boast that he wrote all the copy for a \$40,000 campaign at one "sitting." Is it honestly possible for advertising to do its job when the story itself, the all important message to which everything else is a preliminary, is prepared under such circumstances?

Here are a few never-changing fundamentals:

Selling effort and selling expense are necessary in the distribution of goods from source to consumer.

The purpose of advertising is to reduce personal individual effort and expense by actually making progress with the sale.

To do this it must inform the public regarding the advantages of those goods, help it to understand their use, impress it with their value, convince it of their integrity, create desire for them, and thus make easier, quicker and less expensive their transfer from factory to home.

Advertising cannot do any of these things unless it is read.

It will not be read unless it is attractive, interesting and informative.

A page or any unit of space in any publication is only an opportunity. Ill-planned, hurriedly prepared, ineffective copy in high-price space is the greatest, most direct waste in advertising today. Good copy in smaller space is better than poor copy in large space. Good copy in large space is infinitely better than poor copy in large space.

There has been many a case in which unusually effective copy in relatively small space has made a more definite impression on the public mind than ordinary copy in large units. What automobile advertising is read and remembered by more people than Jordan's? Yet you will not find his name in any of the published lists of the

largest advertisers of the year.

Better advertising copy is bound to come. It will be the inevitable result of more intelligent concentration on the need.

### L. M. Lloyd, Vice-President, Franklin Simon

Lawrence M. Lloyd, who was formerly engaged in the advertising business, has been elected a vice-president of Franklin Simon & Company, New York. He will be general assistant to Mr. Simon.

Thomas J. Fitzharris, who has been with the company for twelve years, was elected a vice-president and general merchandise manager. He succeeds Ira Younker, who has resigned.

### Join Art Gravure Corporation

E. B. Winslow and DeWitt C. Conkling have been added to the staff of the Art Gravure Corporation, New York. Mr. Winslow has been engaged in direct-mail advertising for the last ten years during which time he has been associated with the Winthrop Press, George Batten Company and the R. L. Stillson Company. Mr. Conkling formerly was with the Hanover Press, the J. Howard Strickland Company, Inc., and the Spruce Printing Company.

### Transferred by Chicago "Tribune"

Chester E. McKittrick and George O. Stretcher, of the national advertising department of the Chicago *Tribune* and J. P. Fitzgerald, of the automobile advertising department of that newspaper, have been transferred to the Eastern advertising office at New York.

### Shoe Account for Gordon-Marx Agency

The Nu-custom Shoe Makers, Milwaukee, Wis., has appointed the Gordon-Marx Company, Cincinnati advertising agency, to direct its advertising account. Magazine and direct-mail advertising will be used for this account.

### Record Year for Wrigley

The William Wrigley, Jr., Company, Chicago, reports net profits for the year 1924, of \$8,539,314, after all charges and taxes. This compares with \$7,047,492 for 1923 and is a gain of \$1,491,822. The 1924 profits were the largest in the history of the Wrigley company.

### H. F. Grundy Joins New York "Commercial"

Harold F. Grundy has joined the advertising staff of the New York *Commercial*. He was formerly with the New York *Sun* and the Thos. Cusack Company.





## Nearing Completion

**C**ONSTRUCTION work on the new Free Press building has set a record, we believe, for speed on a project of its size.

More than 65 per cent of the exterior facing of Indiana limestone for the building has already been placed, and the great battery of new presses is about ready to be installed.

This new, block-long structure was found to be an imperative necessity in order to provide adequate facilities to care for the marked progress now being made by The Free Press in both volume of advertising carried, as well as circulation.

When finished, the new Free Press building will be one of the world's finest newspaper plants.

## The Detroit Free Press

*"Starts The Day In Detroit"*

VERREE & CONKLIN, INC.

National Representatives

New York

Chicago

Detroit

San Francisco

## Blame It on Reader Interest

WESTERN CLOCK CO.  
LA SALLE, ILL., U. S. A.

Editor of PRINTERS' INK:

In a recent issue of your publication you intimated that we had a history of our marketing and sales experience. It is quite evident, from the inquiries we've had for copies of this pamphlet that PRINTERS' INK is read.

You were somewhat premature in this announcement, as this booklet has not been handed to the printer, and we are going to have to disappoint all these people by telling them that we cannot furnish it.

It was not the idea to supply it for general distribution, anyway. We thought you might want to mention it in an early issue in order to save us further embarrassment.

WESTERN CLOCK COMPANY,  
W. S. ASHBY,  
Advertising Manager.

**M**ANUFACTURERS whose literature is mentioned in the PRINTERS' INK Publications frequently receive requests for samples from our subscribers. Of course, these manufacturers are under no obligation to accede to these requests. We believe that our readers appreciate this and are not offended when an advertiser finds it advisable not to send out his literature to those for whom it was not intended originally.—[Ed. PRINTERS' INK.]

## Bequeaths Chicago "Journal" to Employees

According to the terms of the will of John C. Eastman, publisher of the Chicago *Journal*, whose death was recently reported, ownership of the *Journal* has been bequeathed to three employees who had been associated with him in its operation for a number of years. These men are W. Frank Dunn, advertising manager; O. L. Hall, dramatic critic, and Herbert C. Deuter, business manager. They will, in addition, receive all other property left by Mr. Eastman.

Under the new management Mr. Dunn becomes president, Mr. Hall, vice-president, and Mr. Deuter, treasurer. Harry L. Spencer, who was secretary to Mr. Eastman, is secretary of the company.

The new owners have issued a statement that the policies of the *Journal*, as originated and carried out by Mr. Eastman, will be continued.

The Ware Radio Corporation, New York, reports sales for the year 1924 of \$1,616,669. The net profit was \$331,888 and the total income \$387,240.

## State Endorses Work of Outdoor Advertising Interests

Appreciation of the work being done by outdoor advertising interests of Pennsylvania in correcting objectionable postings was expressed by W. A. Van Duzer, chief of the maintenance division of the Pennsylvania State Highway Department in an address at the annual meeting of the Pennsylvania Poster Advertising Association. This meeting was held last week at Williamsport, Pa.

"More thought is being given to the beautification of highways, such as the planting of trees and shrubs," Mr. Van Duzer said. "The Department of Highways appreciates the interest taken by your association in inaugurating clean-up weeks to remove objectionable features. We were very much gratified with the results of the clean-up campaign conducted in October, 1924.

"I believe that our interests are close enough so that it would be of mutual advantage to have highway department employees make a survey of the State highways and report to your association any signs that are illegal, too near road intersections or inside of curves and at railroad crossings, or any condition that your association would suggest for the safety and beautification of the highways. This information would then help you in the clean-up program scheduled for the last part of March and in which we offer you our fullest co-operation."

Hen R. Johnston, of Reading, was re-elected president of the association. All other officers also were re-elected. These are: vice-president, F. R. Holmes, of Kane; secretary, Tom Nokes, of Johnstown, and treasurer, J. H. Mussina, of Lock Haven.

## Death of George T. Musson

Major George T. Musson, secretary and treasurer of the Brooklyn *Standard Union*, died recently in that city. He was for more than forty-one years associated with the late William B. Berri, publisher of the *Standard Union*. Major Musson was elected secretary and treasurer in 1911. When Mr. Berri died in 1917, Major Musson was named as executor of his estate. He also was vice-president of the Review Publishing Company, New York. Major Musson, who was seventy-three years old, had been active for a great many years in the New York National Guard, joining the Twenty-Third Regiment as a private.

## Appoints Chas. H. Eddy Company

The New Bedford, Mass., *Standard Mercury*, has appointed the Chas. H. Eddy Company, publishers' representative, as its national advertising representative.

## Advanced by Hoyt Agency

M. Madar, with the Charles W. Hoyt Company, Inc., New York advertising agency, has been appointed head of the mechanical production department.

# Tulsa

## Leads Oklahoma

### —In Income Tax Returns

Of the 16,107 U. S. Income Tax payers in Tulsa County last year, 546 earned \$10,000 or over per year, and 1,088 earned from \$5,000 to \$10,000.

### —In Bank Deposits

The six national banks of Tulsa showed over 70 million dollars on deposit January 1, 1925—an increase of over 12 million dollars during the past year.

### —In Population

Tulsa is the largest city in Oklahoma, with a population of 113,000, according to the U. S. Census Bureau's latest estimate. And Tulsa's trade territory is the most densely populated—includes one-half of the state's entire population.

### —In Advertising Volume

For the third consecutive year, The Tulsa World led every other newspaper in the state in the total volume of advertising carried—display and classified.

Pick off this ripe 1925 market with a campaign in the

# TULSA WORLD

*Oklahoma's  
Greatest  
Newspaper*

## Every advertiser should consider Motion Pictures *when planning a campaign*



HERE is probably no medium of publicity or advertising *available* that is so little understood as motion pictures. It is truly the medium *magnificent*. It has greater possibilities for dramatic appeal, action, life and color than any other medium. But as the written advertisement must be worth reading your motion picture must be worth *seeing*!

Such a motion picture is FURS AND FASHIONS, conceived, produced, promoted and distributed by this company for the National Fur Association. Did you see it? Over 1800 theatres throughout the country exhibited it as a feature of their programs. In New York and Los Angeles it was accompanied by a special revue. Thousands of lines of cooperative advertising were used by merchants. Tangible and concrete results in increased sales resulted.

Furs may not be your business. Whatever you are interested in, ask us about motion pictures. It *may be* the one best medium for you. Motion picture advertising *well done* has been our specialty for over fifteen years.

### EASTERN FILM CORPORATION

220 WEST 42nd ST., NEW YORK CITY

Telephone Chickering 2110

Established 1910

We have served several large institutions for over 15 years. "What they say"—sent on request.

# Don't Try to Hog the Entire Window

A Display Will Probably Make More Sales for You If It Does Not Feature Your Product Exclusively

By Herbert Field King

THE sales manager pushed a photograph across his desk toward me. "Look at that," he said. "There's a window one of our dealers in Atlanta put in last week. Smith wrote me about it so I wired him to have a picture taken and send it in. What do you think of it?"

The window featured a line of kitchen equipment—*featured* it. It was a good window, as windows go, but even allowing for the photography, I was disappointed.

"Does Smith like it?" I asked.

"He thinks it's a corker, and so does the dealer. Don't you like it? I'm having some prints made and am going to send them to the men with a letter to get more windows. We've got to get after this business. More than 10,000 dealers buy our goods regularly. They all have windows, and they all put goods in 'em. If we get only 10 per cent during the next few weeks we'll have 1,000 windows, and 1,000 windows will do more for us than all your other advertising."

\* \* \*

The dealer likes it, the salesman likes it, the sales manager likes it—but how does the man or woman on the street like it? Does he stop and look? Does he go in and buy? After all, on these two questions hang all the loss and all the profits.

Advertising men have long since agreed that the outside point of view is valuable, and often necessary, in order to construct good advertising. The fact that a man makes shoes or sealing wax does not classify that man as an expert in the advertising of these two products.

The manufacturer evidently knows what the public will buy, for he is able to sell his wares at prices that bring him a good

profit. Yet, let him turn his hand to "ad" writing and he's liable to give us an announcement featuring his whiskers and the factory!

Now, let us carry this reasoning further, and apply it to the dealer. He evidently knows what the public will buy, for he is able to sell his wares at prices that bring him a good profit. In fact, he knows more about it than the manufacturer, for he knows when the public will buy, and what goods can be featured most profitably. But this does not make him a good "ad" writer or a good window trimmer.

We can afford to ignore the larger stores. Here, window trimming and "ad" writing are in the hands of experts. But the smaller dealer—who makes up the bulk of your "10,000"—often needs help and doesn't know it.

And he's not the only one who doesn't know it. The public doesn't know it because the public doesn't notice his window unless it is a good one, or, noticing, fails to remember the impression. The manufacturer's or jobber's salesman tells the dealer that his window is a "corker." It's a window featuring the salesman's product, and the dealer is obviously pleased with his own handiwork. Let well enough alone! The sales manager has trouble of his own; since the dealer trimmed it, it must be a good window: Smith says it's good, and Smith is a good man. So the photograph goes out to the salesmen with the admonition to get more windows.

It is obviously impossible to treat this subject in a broad way and make specific recommendations. There are, however, certain general principles which are fundamental to all advertising and merchandising, and which are

overlooked by many manufacturers when they "go out after" dealer co-operation.

The most important of these I should classify as the association of ideas.

How is your product thought of by the customer and the prospective customer? To put it another way, what is the train of thought that leads up to your product, or away from it?

For instance, suppose you sell refrigerators. To you, a refrigerator is an ice box, holding say one hundred pounds of ice; lined with charcoal or ground cork, or mineral wool or "whatnot," and is painted or porcelain-enameled inside. To the woman, it is a place in which to keep food sweet and clean; a solid, substantial piece of kitchen furniture, easy to clean, economical and convenient to use. Perhaps she has an ice box that is none of these things: then she is your potential customer. But, unless she has made up her mind to purchase *your* ice box, the window must hold her attention, arouse her interest, excite her curiosity, and induce her to enter the store.

Models twenty-one, twenty-three, and twenty-five arranged gracefully in a hollow square, with a streamer displaying your name and trade-mark may do the trick, but I doubt it. An open door displaying food on the shelves will help. A cut-out, showing the ice man putting in ice carries this a little further. A simple and convincing demonstration of the insulating qualities of your lining could be used. Stressing some distinctive feature, such as the door seal or latch, the water cooler, an indicator for the drip pan, or the syphon principle will hold the woman's interest. For all these points *lead up to your ice box*: they dramatize your selling arguments, just as your advertising puts them in writing and pictures.

How does the dealer react to this idea? What is his point of view? It is his window you are using, and he is selling more than ice boxes.

Your dealer is just as much

interested in the thoughts that *lead away from your product* as in those that lead up to it. While he may not have analyzed the proposition, he feels that a window featuring ice boxes only puts all his eggs into one basket.

Your potential customer walks into the store and buys an ice box. Your actual customer, or the woman who already has a good ice box, may linger outside the store, but passes on without going in. Yet, she may need a new kitchen table, a cabinet, a broom closet, a kitchen clock. Perhaps a set of dishes in which to place the butter, eggs, or the ever faithful "left overs" would have brought her into the store. And if your dealer has these things to sell he feels he ought to put them in his window, and from his point of view he is quite right.

#### THE DIVIDING POINT

Where is the middle ground? Probably somewhere between the kind of window your salesman trims and the kind the dealer trims when he isn't making a drive on your line. Somewhere between the "symmetrical pyramid" and the "rummage sale" type of window display.

There is no yard-stick by which this can be measured accurately, but there is a natural sequence of ideas leading up to and away from your product that can be used. These ideas can be employed to feature your product and still satisfy the dealer and the public too.

The haberdasher shows you (1) a shirt, with (2) collar attached, and (3) cravat carefully knotted and (4) cuff links remind you that you would like to have a similar pair.

Your clothier exhibits (1) an overcoat thrown back to reveal colorful plaid and glistening satin. Nearby is (2) a hat you would like to wear, and (3) a pair of gloves, on top of a handsome (4) stick.

Effective window display then, is a matter of selection of associated products and natural arrangement so that the entire window is



# Does Capital or Earnings Pay for Your Advertising?

Business was once summed up to be "the fine art of making money." In business all who start do not win. Nor do all use advertising with equal profit.

The elements of skill, judgment and experience count for as much in advertising as they do in any other department of business.

A man who contracts for advertising space assumes a liability until he fills the space with a message that induces people to respond.

The only power there is in advertising is in the message itself. Witness the many advertising "successes" that became business failures.

Sometimes men are satisfied if the advertising calls attention to itself. Yet advertising, rightly used, is only a means to an end. It should sell goods. It must sell goods or it cannot be continued.

We have advertising service to sell. If you have an advertisable product a talk may lead to mutual profit.

*"What is Advertising" a series of advertisements has been published under this title. The entire series will be sent upon request.*

**C. C. WINNINGHAM**  
*Advertising and Merchandising*

10 PETERBORO WEST  
DETROIT

attractive, the dealer pleased, and public attention properly centered.

I spoke a while back of the "symmetrical pyramid" and the "rummage sale" type of display. In the former, the window is built around some central object. Items are selected for their relative size. Everything is balanced. The result is as eye-satisfying as a tombstone inscription, and about as interesting.

In the "rummage sale" classification, fall those windows in which everything salable has been crowded. Nothing is conspicuous—nothing is associated. The man who stops to look, unless he has his mind set upon one or two things, finds ample opportunity to let his mind wander. He needs a screw driver, yet here is a garage door hanger, and there an ice cream freezer. Here's a vacuum cleaner, and over there is an oil heater. The usual consequence is that he buys the item he would have purchased anyway, and the fact that he also needs a brace and bit, or a hammer, is forgotten, and the extra sale is lost.

Advertising learned its lesson through the use of both of these types of layouts. The painfully perfect balance, built around a vertical line drawn down the exact centre of the page, left nothing to the imagination. It satisfied the eye's normal demand for symmetry, but it failed to arouse, in the mind, any interest in the subject treated. The page was passed up, and attention given to more arresting ideas.

The other type of layout, in which dozens of items were featured, failed through its own completeness. It tried to put over too many ideas at one time. It left readers dazed. It held none of the constructive interest of a cross word puzzle, but led readers through a maze of dissociated products, with descriptions and catalogue numbers so that he would "know what to order."

Out of this has come the advertisement of today, built around an idea, a single thought or a group of associated thoughts. It tries to build from the reader's

point of view. It takes him by the hand and leads him into the copy. It interests, enthuses, persuades. It clinches the argument with a cordial invitation to send for a truly informative booklet. It is an education in itself, and it leaves the reader interested in the product advertised.

Your dealer's window is a sheet of layout paper. Your product must be featured in this "ad" so that the "reader" will stop, look, and be induced to enter the store. You must talk to him in the language he understands; display the things that interest him. Lead his thoughts up to your product, but don't stop there.

After all, he may not be a customer for you and yet he may be a customer for your dealer. Let your dealer determine this. Your job is to get the man into the store. So follow his train of thought, even *past* your product. Let your dealer select items for display that are associated in use with what you are selling.

And teach him to display them. Remember, in the great majority of cases, he is still in the formal layout stage. You can lead him away from it, through your salesmen. But you will first have to train your salesmen.

Plan your windows. Build a window set, if necessary, and make some models to photograph. Give your men a real training in the fundamentals of window trimming. Supply them with photographs, plans, and brief instructions. Design a few simple cards or streamers, and use cut-outs if they are called for.

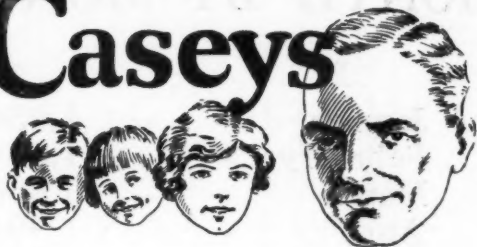
But through it all don't forget that it's the dealer's window you are planning to use, and he will let you use it only so long as your windows make sales for him.

### Anti-Tuberculosis Campaign for Quebec

An advertising campaign in daily and weekly newspapers throughout the Province of Quebec, Canada, will be conducted shortly by the Provincial Bureau of Health. This campaign will be directed by National Publicity Limited, Montreal advertising agency.



# The Great American Family of **Caseys**



*In the matter of Family Protection  
Casey has the right idea*

Approximately one-third of the Caseys carry Knights of Columbus life insurance to the amount of \$257,000,000.

To date the Knights of Columbus have paid \$20,724,553.97 to beneficiaries and the figure for 1924 alone was \$1,581,183.00.

Furthermore, because of excellent financial condition, Casey's organization has waived four insurance assessments during the past two years. This represents a total saving to insured members of \$1,100,706.40.

Is it any wonder that the Caseys are so loyal to the Knights of Columbus—and correspondingly to **COLUMBIA** their own national monthly magazine.

\* "Casey" is the affectionate name given the K. C. by the American Doughboys.

# **COLUMBIA**

*The Largest Catholic Magazine in the World*

*A National Monthly Published, Printed and Circulated  
by the Knights of Columbus*

Net Circulation 775,000—more than a million and a half readers.  
Applicant for membership in the Audit Bureau of Circulations.

D. J. GILLESPIE, Adv. Director  
25 West 43rd Street  
New York City

J. F. JENKINS, Western Manager  
202 South State Street  
Chicago, Ill.

# MONTH BY MONTH CIRCULATION

(A. B. C. P. A.)

1923

January	-	-	1,056,251
February	-	-	1,095,365
March	-	-	1,085,892
April	-	-	994,710
May	-	-	999,308
June	-	-	973,096
July	-	-	949,634
August	-	-	1,060,806
September	-	-	1,053,109
October	-	-	1,135,669
November	-	-	1,193,109
December	-	-	1,157,557

Advertisers in 1923 received an average of 253,000 copies per issue for space the guarantee. Advertisers who in 1923 contracted for space received an average circulation of 253,000 copies per issue.

## STREET & SMITH CO.

Comprising the following magazines:

Ainslee's  
Detective Story  
Love Story

79 Seventh Avenue, New York

Member A. B. C.

# CIRCULATION FOR 1923-1924

(PAID)

		<u>1924</u>
January	- -	1,224,121
February	- -	1,246,443
March	- -	1,201,866
April	- -	1,166,141
May	- -	1,151,605
June	- -	1,002,438
July	- -	1,046,767
August	- -	1,103,960
September	- -	1,158,313
October	- -	1,184,428
November	- -	1,129,729
December	- -	1,221,266

circulation of **162,875** copies per month over  
for space in 1924 received an average bonus  
3,000 copies per month.

## COMBINATION

ing magazines:

**The Popular**

**Top-Notch Western Story**

**Complete Story**

10 North Michigan Avenue, Chicago, Ill.

**Member All Fiction Field**

*In Canada its newspapers for*

## Cross Words and Radio

**D**O you know of any other medium except the Daily Newspapers which in so short a space of time could have raised Radio and Cross Word Puzzles into two great National industries?

For quick action, for mass appeal, for sustained interest and sales in Canada—the medium to use is

## THE DAILY NEWSPAPERS OF CANADA

*Write these papers—ask your agency*

### The Maritime Market

	Population	Newspaper
Halifax .....	75,000	Herald & Mail
Halifax .....	75,000	Chronicle & Echo

### Quebec Market

	Population	Newspaper
Quebec .....	117,000	Le Soleil (French)
Quebec .....	117,000	Chronicle
Montreal .....	839,000	Gazette
Sherbrooke ...	23,515	La Tribune (French)

### Pacific Market

	Population	Newspaper
Victoria .....	60,000	Colonist

### Ontario Market

	Population	Newspaper
London .....	70,000	Free Press
London .....	70,000	Advertiser
Hamilton .....	120,945	Spectator
Peterboro .....	25,000	Examiner
Kitchener .....	29,000	Record
Kingston .....	25,000	Whig

### Prairie Market

	Population	Newspaper
Winnipeg .....	280,000	Free Press
Winnipeg .....	280,000	Tribune
Edmonton .....	70,000	Journal
Calgary .....	75,000	Herald
Regina .....	35,000	Leader & Post
Saskatoon .....	31,364	Phoenix & Star
Moose Jaw.....	20,000	Times & Herald

*National or Sectional Coverage*

# Independent Grocers Not Ready to Surrender to Chains

In Fact the Independents Are Stronger Than They Were a Few Years Ago

THE CONOVER-MOONEY COMPANY  
CHICAGO, ILL.

Editor of PRINTERS' INK:

What in your estimation is the relative position of the independent grocer today as against chain-store competition? In other words, is the independent losing or gaining? We ourselves have made an investigation of this subject and think we have arrived at accurate findings and conclusions. But, for purposes of comparison, we should like to get your ideas also and check up our own against them.

THE CONOVER-MOONEY COMPANY  
R. J. MOONEY,  
President.

SOME interesting and significant changes are working out in the retail grocery situation. The net result of these changes is that the independent grocer is in a much stronger position than he was a few years ago. The large grocery chains are growing also, but not nearly so rapidly as was formerly the case. This has not been due to any shortcomings on the part of the chains but to the fact that the independents have shown themselves to be diligent students and good learners. They have adopted or adapted chain-store methods and are showing, in a general way at least, that they have comparatively little to fear from chain-store competition. Indeed, any number of thoughtful and successful grocers will tell you that the growth of the chain idea has been of the greatest direct benefit to them.

These developments have a vital relationship to the future of grocery merchandising, including the jobbing system. They emphasize the necessity of every food product manufacturer getting an accurate view of the entire situation.

The chain store seems tremendous to the average independent grocer because he considers it in its aggregate size rather than in terms of the individual store. As he contemplates, for example, the

workings of one of the leading chains that has 10,600 stores, he is likely to be afraid he will not be able to hold his own against such a monster. Yet, in round figures, the last year's sales of that chain reached only \$246,000,000. We say "only" because all things are relative. This means that the average sales volume, per store, was about \$24,000. Considered in its individual sense, then, the chain store becomes not such a formidable thing after all. That amount of business is not wonderful even for an ordinary neighborhood grocer—if he is anywhere near alive.

This is a point that independent grocers all over the country have started to realize during the last three or four years. They are looking upon the chain store in their neighborhood as being more of an individual competitor than as part of a chain. And they are using improved chain-store methods to combat such competition.

A Wisconsin grocer with an unusual sales volume of around \$35,000 was somewhat alarmed one day when he learned that the A. & P. was to open a store in the same block. Apprehension caused him to plan ahead more energetically. He remodeled his establishment, making it over in a way that enabled him to sell his goods somewhat on the cafeteria plan. In the centre of the room he put facilities for handling vegetables, butter and eggs, perishable goods and bulk goods in general. All his packages and canned goods he displayed on shelves around the two sides and back of the room. The sales people confined their efforts entirely to the centre. Customers were told to help themselves from the shelves and then bring the goods over to the centre where they could complete their purchases, settle with the cashier and go on their way rejoicing.

On some lines the A. & P. store

undersold this retailer, but in general his prices were fully as attractive. There was a worth-while balance in his favor because he had a bigger, better and more attractive-appearing store. He had more lines and gave better service.

His sales during 1924 were in excess of \$80,000. A similar development came about in an Indiana town, the grocer's sales in this case having trebled the first year.

The record made by these two grocers, and a great number of others, was due primarily to their adaptation of chain-store methods. When a grocer does this he has advantages that the chain store, operating on a standardized basis, cannot possibly possess.

The one big obstacle, of course, has been price. The chain store, being part of a huge system, could get the advantage of quantity buying. The independents are learning from it in this respect also. Here we come to a remarkable development in merchandising that is giving grocery jobbers something to think about and that will be a growing factor to be reckoned with. Grocers are getting together in neighborhoods or in towns and cities and are pooling their buying. What it really amounts to is the organization of a local buying chain to get quantity prices.

This plan is being used successfully in big cities such as Chicago, Detroit, Cleveland, Cincinnati and Milwaukee. It has taken a firm hold in Omaha and in numerous smaller towns that are large enough to be invaded by the chains.

The working out of the plan in Omaha is typical. Here seventy grocers including both downtown and neighborhood establishments formed a chain buying organization. The buying for the entire seventy was apportioned among individuals. Grocer Jones buys the butter, eggs and poultry for the whole group. He orders the goods just as if they were for his own use. They are shipped to him, he is billed for them and he pays the invoices individually. The

remaining sixty-nine grocers get their butter, eggs and poultry from Jones, each paying him his proportionate share of the cost. Grocer Smith buys flour and cereals for himself and the other sixty-nine. Another buys canned goods, another soaps and so on.

The size of the order each is able to turn in under this system enables him to checkmate the advantages enjoyed in this respect by the chain stores. In time, the buyers become experts in their several lines and need not fear the chain store's advantage in this regard either. The organization meets every Tuesday night for general reports and discussions.

Here we see a compact system well and economically operated. Its good effects extend much farther than buying. The members exchange ideas and thus are able to work together for the common good.

With buying and quantity price-getting facilities equalized, or nearly so, and with aggressive selling, the independent grocer can look upon the individual chain store as merely a single competitor—and not a particularly awesome one at that.

The chain stores are entitled to a good part of the credit for this awakening. Probably they did not intend it that way but they are making merchants out of storekeepers. The force of a good example is powerful sometimes—especially when one is sure to be penalized for not following it. The chain stores made it necessary for the independent grocers to do something in self defense. And then they showed the grocers how to do it—also without intending to. The mail-order houses did the same thing.

What is happening in the retail grocery business today ought to be instructive to those who are so frankly pessimistic over the alleged failure of retailers to grasp the fundamental principles of merchandising success. The grocers, driven by necessity are learning rapidly. Others can do the same.—[Ed. PRINTERS' INK.]

---

# Henri, Hurst & McDonald

## A D V E R T I S I N G

58 East Washington Street • Chicago

---



**T**HE Pierce-Arrow Motor Car Company, now 24 years old, has achieved its greatest triumph in the "Series 80"—a car selling at less than \$3,000. ¶ No advertising that we or anybody else can write will ever do justice to the "Series 80." It defies both description and illustration.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

---

## McGraw-Hill Company Holds Sales Convention

Members of the editorial and business departments of the various industrial and technical publications published by the McGraw-Hill Company gathered at the New York office of the company for a four-day sales conference on January 27. A dinner at the Hotel Pennsylvania on the evening of January 30 brought the conference to a close.

Edward J. Mehren, vice-president of the company, presided at the dinner as toastmaster and introduced Malcolm Muir, also a vice-president of the company. Mr. Muir explained the needs of American industry along the lines of better distribution and the opportunity thereby presented for more efficient sales methods on the part of industrial advertisers and publishers. Through improved manufacturing processes and elimination of waste, he said, production in this country is now ahead of consumption. This condition, he believes, places a great responsibility on publishers and for the purpose of formulating a sales program that would best meet that condition, the conference of McGraw-Hill representatives had been called.

Financial and industrial leaders, heads of advertising agencies, publishers of business journals and editors attended the dinner as guests. Among the speakers was Julius H. Barnes, former president of the United States Chamber of Commerce, who spoke on the subject, "Economic Marketing," and presented statistics on the production and consumption of the products of industry in the markets of the world.

F. M. Feiker, vice-president of the Society for Electrical Development, presented a letter from Herbert Hoover, Secretary of Commerce, to James H. McGraw, president of the McGraw-Hill Company, in which Secretary Hoover conveyed his interest and appreciation in the work of the McGraw-Hill organization and expressed his regret at being unable to attend the dinner.

Other speakers were Fred I. Kent, vice-president of the Bankers' Trust Company, of New York; and David Sarnoff, vice-president and general manager of the Radio Corporation of America. Mr. Sarnoff spoke on the subject of "Opportunity" with particular reference to the rapid growth of radio, which as an industry, he said, now surpasses the phonograph business in volume of business done, and will in a few years surpass the volume of the automobile business.

## F. W. Woolworth Net Income Report

F. W. Woolworth & Company, New York, report a net income of \$20,669,397 for 1924, as against \$20,698,180 for the previous year. The company further reduced its good-will account \$10,000,000 during 1924, as previously reported in **PRINTERS' INK**. Good-will is now charged at \$10,000,000 as against \$50,000,000 when the company was organized.

## New York Business Publishers Hold Anniversary Dinner

The importance of business papers to commerce and industry, their splendid record of accomplishment during the past, their service and influence at the present time and their opportunities to extend and increase their value in the future, were the subjects which held the attention of the members of the New York Business Publishers' Association at its thirty-fifth anniversary dinner which was held at New York on January 27.

Among the speakers were John H. Van Deventer, president of the Engineering Magazine Company and president of the association, who was chairman of the dinner; C. G. Phillips, president of the United Publishers Association, who presided as toastmaster; Hiroshi Saito, Consul General of Japan; C. R. Clifford, president of Clifford & Lawton; Col. E. A. Simmons, president of the Simmons-Boardman Publishing Company, and Edward J. Mehren, vice-president of the McGraw-Hill Company. James H. McGraw, president of the McGraw-Hill Company, had intended to be present and address the association, but was prevented from attending by illness.

Guests of honor included many men prominent in the business publishing field.

## Forms Advertising Service at Chattanooga

Paul Severance has organized an advertising service at Chattanooga, Tenn. Accounts for which he will direct the advertising include the Household Hosiery Company, the Volunteer State Life Insurance Company, and Stagmair & Company, Vacuum Cup coffee, all of Chattanooga.

## Sun Oil Advances M. H. Leister

M. H. Leister, formerly in charge of the motor oil department at the Philadelphia office of the Sun Oil Company, has been appointed advertising manager and sales counselor of the motor oil department for the entire country.

## New Account for Lakeport Agency

The Pulverized Manure Company, Chicago, maker of Wizard fertilizer, and the LaSalle Jewelry Company, Chicago, have appointed the Lakeport Advertising Agency of that city to direct their advertising accounts.

## Federal Agency Appointments

Clifford Rohde and Gilbert Brown, who have been with the Federal Advertising Agency, Inc., New York, have been appointed to take over the work of the media department.





## Nine-Tenths of a Cent

Nine-tenths of a cent more is all it costs to write a letter that is fine in personality and effective in results.

*Nine-tenths of a cent more* is all it costs to write a letter on Strathmore Parchment.

Since every letter, in these competitive days, must sell quality, it is sound business to specify Strathmore Parchment.

# Strathmore

## PARCHMENT

STRATHMORE TOWN!

—Where quality papers  
are part of the picture



**STRATHMORE** *Expressive Papers*  
*are Part of the Picture*

# FICTION

The advertisement, reproduced below, has appeared in trade papers recently.

It is *misleading* as proven by the figures of the Audit Bureau of Circulations on the opposite page.

Get the facts first—then advertise.

132 PRINTERS' INK Oct. 27, 1924

## Command ALL of the Rhode Island Market

Manufacturers can get complete coverage of the Rhode Island market by advertising in The Providence Journal and The Evening Bulletin.

These newspapers go into practically every English-speaking home in the state. Many years of experience have convinced the public of the honesty of these publications and their readers receive the advertising messages they carry in a believing frame of mind.

Space in these newspapers, properly used, will produce results.

Circulation 101,000  
Flat rate—23c. a line

**Providence Journal Company**  
Providence, R. I.

Representatives **R. J. BOWELL CO.**  
Boston New York Chicago Los Angeles San Francisco

CHAS. H. EDDY CO.  
Boston New York Chicago

# FACTS

The Truth is stronger than Fiction, when applied to newspaper coverage in the thickly populated territory of



## NORTHERN RHODE ISLAND

(North of Providence)

*The following figures were compiled from the latest Auditor's Reports of the Audit Bureau of Circulations.*

### PAWTUCKET

	No. Families (U. S. Census)	Pawtucket Times (evening)	Providence Bulletin (evening)	Providence Journal (morning)
Cities of Pawtucket and Central Falls.	19,793	18,585	822	4,462
Lincoln .....	2,057	1,767	127	267
Cumberland .....	2,204	1,084	53	231
Total for above...	24,054	21,436	1,002	4,960

Total Net Paid Circulation of The Pawtucket Times.....24,599

### WOONSOCKET

	No. Families (U. S. Census)	Woonsocket Call (evening)	Providence Bulletin (evening)	Providence Journal (morning)
City of Woonsocket..	9,080	8,252	187	1,057
Burrillville .....	1,888	1,204	345	128
North Smithfield....	686	283	....	....
Total for above...	11,654	9,739	532	1,185

Total Net Paid Circulation of The Woonsocket Call.....13,624

*There is only one way to blanket northern Rhode Island  
and that is with*

## The PAWTUCKET TIMES and The WOONSOCKET CALL

Gilman, Nicoll & Ruthman National Representatives

New York

Boston

Chicago

San Francisco



## *An Old Story in a New Form*

**I**F you wish to obtain elegance with economy —use one of the 210 distinctive Cleveland Folds that no other type of folding machine can produce:—It may add just the touch of individuality that will attract attention to your oft told story.

If your printer has a Cleveland Folder he can make these distinctive, attention-winning folds for you just as quickly, accurately and economically as other folding machines can make the ordinary commonplace folds.

"The Cleveland will make all the folds made by all the other folders and a great many that none of them can produce."

A portfolio of dummy folds will be sent to you upon request.

# **THE CLEVELAND FOLDING MACHINE CO.**

CENERAL OFFICE AND FACTORY: 1929-1941 East 61st Street, CLEVELAND

NEW YORK

CHICAGO

PHILADELPHIA

BOSTON

# Homely Copy That Strikes Home

Very Often It Is the Obvious Idea, Devoid of Novelty and Cleverness,  
Which Has the Widest Appeal

By A. L. Townsend

WHEN a national advertiser submitted his campaign of twelve pieces to a woman whose opinion was well worth while, her criticism condemned them for a peculiar reason. She said:

"You have tried too hard to be cleverly original. Because you wanted to be exceedingly novel, you lost sight of the fact that very often the obvious ideas are those which are most generally accepted and understood. These advertising themes of yours are not within the normal lives of the average woman."

Advertisers are inclined to discard suggestions for both copy and illustration because they are "commonplace"; because they are "the first thing anybody would think of." Yet, the most commonplace incident may have an exceptionally wide human appeal.

A Hoover vacuum cleaner advertisement offers a good example. It uses, with excellent effect, as its lead this homely reference:

Is there a "high water mark" in your household cleaning? Sometimes, after little hands have been washed, there's a shadowy gray line that mother calls the "high water mark." Mother knows, too, that there are "high water marks" in household cleaning. Not because of carelessness, but because she can do no better with the tools she has. She sweeps her rugs diligently and regularly. But at the very bottom of the nap there is destructive, sharp-edged dirt her broom can't sweep out. It must be dislodged—beaten out.

The human appeal in this text centres around the idea which every mother understands—that "high water mark" on Little Willie's arms, when he does his own washin'.

Talking about paint is apt to become a little monotonous. There are set phrases and copy precedents which have been used for years. This Acme Quality introduction, however, puts the reader at ease:

"Houses, like folks, need new

clothes. Does your home need new clothes? Or is it already as it should be—neat and trim and self-respecting? A home worthy of the children who live within—a beautiful home that the whole countryside frankly envies?"

The moment the text veers away from the old approach and the old phrases, to hint that clothes are comparable with paint, and that a house is perhaps in need of a "new suit," the reader is certain to respond. Here is a homely copy comparison with a wide appeal. Yet the basic idea is rather obvious.

Borrowing themes from the average day of the average person means speaking to the largest number of persons in a language they understand and will appreciate, particularly if there is a note of sympathetic friendliness in problems which are common to all. Reflecting the lives of the prospects is one of the real secrets of advertising copy. We are interested in *ourselves*—our own troubles and problems and difficulties. The advertiser who comes nearest to echoing these homely affairs of existence is certain to win an appreciative hearing.

"Yes, I have experienced that, myself!" is the most satisfactory remark a reader can voice, after reading an advertisement. Then you have surely won his sympathy and interest.

Mothers will recognize the truth of such text as this:

"Strangely quiet and inactive—what has happened to the recent little rowdy?" (The illustration shows a child, a girl of tender years, "lackadaisical," book dropping from hand, on a sitting-room couch, and the product advertised is a breakfast cereal which lays claims to body building.)

"We see them often, these growing girls, and boys, listless

and uninterested—dull and lazy, we sometimes impatiently think. Especially in school, they seem slow."

All of which is humanly true and a common experience.

Speaking of mothers, here is a characteristic bit which echoes just what they might all say, if they could write our advertising for us:

How we hated overshoes! In stormy, sloppy weather, mother used to insist that we wear them. But her final caution was always to remember to take them off! She knew that if we sat all day in school with them on, our feet would become too warm—that this heat could not escape and our feet would become "drawn" and damp and uncomfortable—that unhealthy feet and colds would result.

And then there is the picture of a solicitous mother, fixing the youngster up for school—making that last adjustment of the bow tie, and smiling up at him, in adoration. "Human stuff."

"What argument in your advertising," we asked a manufacturer of an automatic heat-regulating device, "has shown itself to be the most effective?" We knew that the answer would prove interesting because this firm advertises in newspapers and magazines, month in and month out, and there is a checking-up system in the matter of all copy.

"No trouble in answering that question," was the response. "One certain advertisement, used originally three years ago, and repeated at frequent intervals, has shown itself to be the most remunerative. We have often been tempted to build our entire campaign around it. This piece of copy deliberately set out to extend sympathy to the men folks. We pictured the head of the family trudging down the cellar steps at all hours of the night—to regulate the furnace. We reminded him that this was an imposition. The advertisement pictured a situation so well known to the majority, that it made a deep impression."

The following International Silver Company text suggests the great possibilities of copy drawn from average human experience:

Mrs. Baxter surveyed the disordered living room. She thought of the kitchen, full of dirty dishes. She heard Billy Junior in the nursery again demanding attention. With a sigh, she slumped into a chair and protested against the unreliability of servants in general and in particular of Lucinda, who had just left after dinner, the night before.

But Alice Osgood, who had come to take Mrs. Baxter for a round of golf, looked on this predicament with different eyes. To her, Lucinda's leaving was just an index of a disorganized Baxter home. Why, the night before, there wasn't even silverware enough to serve the guests properly. Lucinda had had to wash pieces between courses. Now, she was gone—well!

Here is another example:

"I love white woodwork," a woman said recently, "but we have three little children—and you know how their hands soil it." Millions of people do know. Dirt from little fingers—unavoidable dust and dirt that invades every home—a damp cloth will remove it all from woodwork painted with Barreled Sunlight.

That suggestion of baby fingers was sufficient to humanize the entire advertisement.

The following text from an Armstrong linoleum advertisement illustrates the point we wish to make:

You are about to read the story of a woman who does her own housework and how she happened to get this beautiful linoleum floor. This woman was one of the millions of American women who look after their own homes—and of all her burdens the one that taxed her most was the job of making soft wooden floors look well. In dining room and living-room, the floor was scuffed and heel-bruised.

The boards had shrunk, and, in between, there were cracks filled with trodden-in dirt. Every time the woman looked at that wooden floor, she sighed. The dining-room was the gathering place of the family. Three times a day their shoe soles rubbed the paint from its surface. Three times a day little feet bounded over it and hammered in more dirt and scuffed and battered and shabbied it.

We need not quote the entire copy. The above is sufficient to echo the new spirit which is in this school of advertising copy. Out of homely human experience, the advertiser draws his inspirations.

There are, it would appear, too many "supposition" examples, when the field is filled with homelier, more natural and obvious copy themes.

A mother—just an average

# ADVERTISING

## *What is Faith in Advertising?*

Frequently we hear men say that it is necessary to have Faith in advertising. Some use the expression as though advertising was dependent upon some mysterious power for its success.

WHILE there is nothing mysterious about the force of publicity, it is necessary for an advertiser to have Faith in the principle of advertising, just as it is necessary for him to have Faith in his merchandise, in his organization and especially in his selling force.

In other words, advertising must be undertaken with confidence in its value and with determination to maintain the policy behind it, even though

direct returns are hard to trace and though critics declare that other forms of expenditure would be more profitable.

This is especially true in regard to national advertising designed to form public opinion, so that the more tangible selling efforts will be more resultful.

The records of this advertising agency contain some interesting proof of the value of Faith in advertising.

THE MOSS-CHASE COMPANY, 425 Franklin St., Buffalo, N. Y.

# MOSS-CHASE



housewife—was recently shown an entire portfolio of advertisements of different vacuum cleaners. She hesitated a little, as she looked through this imposing array, for she had been asked to select the advertisement which most appealed to her and which might easily make the deepest impression.

At last she settled upon a two-column display which was not at all the one the committee expected her to select. The illustration was of a smiling mother at the door of her home, while her two boys and little girl raced in after a day's play. The boys had been in the vacant lot, at a game of ball.

The title of this picture was:

"Wipe your feet, for Mother."

The text was: "What if Jimmy and Bill and Ed don't wipe their feet as carefully as mother would like. Will it mean back-tiring, heavy sweeping for her; weary dusting, and bare spots on her rugs and carpets?"

Just a human picture accompanied by a word or two of text, but this mother sensed at once an echo of one of her own experiences. She had been the mother in the illustration, and those were her youngsters. It meant more to her, as a selling idea, than the most wonderful still-life studies of a vacuum cleaner, posed against tapestries and vases of flowers, on mansion tables.

The most satisfactory copy, where its tendency is to reflect life, is that which departs not at all from the verities, but which is as homely, as unaffected, as quiet, as comes within the range of the greatest possible number of persons:

### Stoll and Thayer, New Art Service

Charles T. Stoll and Walter Thayer have formed an advertising art service at New York under the name of Stoll & Thayer. Mr. Stoll, until recently, was with the Arthur Henry Company, advertising, New York, as art director. He also was at one time with the Weissner Studio. Mr. Thayer previously was with the Hazard Advertising Corporation, New York, as art director.

### J. C. Maddison to Leave Montgomery Ward

J. Charles Maddison, vice-president, treasurer, secretary and a director of Montgomery Ward & Company, Chicago, has resigned because of poor health. His resignation becomes effective with the expiration of his term of office on February 16 at which time the annual meeting of the directors is held.

Mr. Maddison entered the company's employ as a clerk in the shipping room thirty-two years ago.

### Heads American Provisions Export Company

James G. Cownie, manager of the export department of the Jacob Dold Packing Company, Buffalo, N. Y., has been elected president of the American Provisions Export Company, Chicago. This company, comprised of eleven large independent packers, was organized a few years ago under the Webb-Pomerene act to pool export business to all foreign countries except Great Britain.

### Cheese to Be Advertised in Pacific Coast Campaign

An advertising campaign will be conducted by the Coos Bay Creamery Company, Marshfield, Ore., on Melowest Cheese. Plans call for the use of Pacific Coast newspapers. Window displays and other dealer help material also will be used. This campaign will be directed by the W. S. Kirkpatrick Advertising Service, of Portland.

### Bates Company Account for Barrows & Richardson

The Bates Manufacturing Company, Orange, N. J., has placed its advertising account with Barrows & Richardson, New York advertising agency. Products of the company include Bates numbering machines, Bates telephone and radio indexes and Bates Ajax eyeleters.

### Starts Advertising Business at Philadelphia

Miss C. M. Kembrey has opened an advertising business under her own name at Philadelphia. Recently Miss Kembrey was advertising and sales promotion manager of the Library Bureau at Philadelphia and at one time was advertising manager of Alexander Brothers, Philadelphia, leather belting manufacturers.

### Toy Account for Cincinnati Agency

The Dayton Toy and Specialty Company, Dayton, Ohio, has placed its advertising account with The Keeler & Stites Company, Cincinnati advertising agency. Direct mail, magazines and trade publications will be used.



## "WHO IS THIS FELLOW?"

¶ He's a Sportsman—because he is young, virile, keen, he likes the things that take him out of doors—he's a golfer, a tennis enthusiast, a trap-shooter, a camper, a yachtsman. And, because his wallet is never flabby, his togs and his equipment are of the best.

¶ And he's as good a sportsman as he is a business man. Here are some of his pet hobbies:

Boys' Work	Books
Music	Bowling
Hunting	Athletics
Motoring	Fishing
Radio	Boating
Photography	Gardening
Billiards	Baseball
Moving Pictures	Dogs
Swimming	Travel

HE'S A FELLOW WORTH TALKING TO

*Book cheerfully sent on request*

# THE ROTARIAN

*The Magazine of Service*

*Advertising Manager*

Frank R. Jennings, 221 East 20th Street, CHICAGO

*Eastern Representatives*

Constantine & Jackson

7 W. 16th St., New York

*Mid-West Representative*

Howard I. Shaw

326 W. Madison St., Chicago

Member Audit Bureau of Circulations

# JANUARY IN DES MOINES

THE DES MOINES CAPITAL Showed a Nice GAIN in advertising over January a year ago.

THE CAPITAL published a larger amount of LOCAL DISPLAY advertising than any other Des Moines paper.

THE CAPITAL published a larger volume of DEPARTMENT STORE ADVERTISING by a big percentage.

THE CAPITAL'S city carrier circulation was the largest in the history of the paper by at least 1,000 copies per day.

THE CAPITAL is prepared to serve national advertisers with the same success and fidelity with which it serves local advertisers and department stores.

From a newspaper standpoint, THE CAPITAL is a splendid paper. Ask for a sample copy.

**NO DUPLICATION. NO FORCED CIRCULATION**

## The Des Moines Capital

LAFAYETTE YOUNG, *Publisher*

Omara & Ormsbee, *Special Representatives*

## Should Advertising Shoulder the Cost of Radio Broadcasting?

(Continued from page 8)

for the use of its patents; and what has been written is not intended as a protest against that company's rights to a return on its patents, but to make plain that control over the use of broadcasting for advertising is in the hands of the Telephone company.

For some time after the Telephone company began broadcasting, it was the only station in the country that sent advertising over the radio. Permission to broadcast for toll, it was understood, would not be granted to any station. Suddenly, however, one station after another began to broadcast paid advertising and has continued to do so ever since.

There, then, is the genesis of the present-day use of broadcasting for paid advertising. However, before setting down opinions and experiences on the use of broadcasting for advertising purposes that have been gathered from the radio industry, from advertisers who have been solicited or sold by broadcasting stations, and from advertising agencies, it is necessary to deal with another type of broadcasting station — the type that does not sell space.

It might be argued, and it is argued, that the only reason these stations exist is for the purpose of advertising the individual or organizations that maintain them. In a great many instances that argument holds true. The operation of a broadcasting station by a department store might be likened to the printing of a house-organ by that store for its customers. Such a venture on the part of a department store is on safe ground so long as that store refrains from soliciting advertising for its house-organ. Once it goes after paid advertising it must watch every step closely for it cannot be denied but that the department store thereby sets up a great temptation to many manufacturers who would like to

sell it a large bill of goods.

We asked Paul B. Klugh, previously referred to as the executive chairman of the National Association of Broadcasters, to classify the main types of broadcasting stations that do not transmit paid advertising and to describe their motives. This he did in the following manner:

(1) *Manufacturers of radio apparatus*: This class of broadcasters is very much in the minority. Their purpose in owning a broadcasting station is obvious. They seek to give service and to build good-will for their product.

The Radio corporation, the Grebe and the Crosley companies are representative of this type. These manufacturers maintain the best type of station.

(2) *Newspapers*: They use broadcasting to enlarge their sphere of influence. This work on the part of newspapers is directly comparable with fresh air funds for children that newspapers conduct in the summer time. Out of such campaigns the newspaper gets no return save that of enlarging its sphere of influence.

Another motive that may push a newspaper into broadcasting is the thought that radio might be a sampler of the newspaper. In other days, headline messages, indicating what the news of the day was, sent people scurrying for the newspapers. Broadcasting today is considered by some newspapers to be an enlarged bulletin-board, and worth while from that standpoint.

(3) *Department Stores*: Broadcasting is used by the department store for good-will advertising in its own territory. Although this is the motive, nevertheless most department stores have powerful stations — stations that can be heard even in Europe. By such work they, of course, are spreading their influence all over the United States, but they derive benefit only from the good-will created in their trading territory. Department stores, definitely know that they cannot use radio

broadcasting for direct returns, and that they must confine all their endeavors to the creation of good-will. Great expenditures are made by department stores for radio broadcasting. Bamberger, for example, it is said, spent \$65,000 on its station last year.

(4) *Religious groups*: Organized religion came into radio broadcasting with a wallop. Religious groups maintain stations for two basic reasons: (1) to reach a number of their own faith, and (2) as part of their missionary endeavor. (It was recently reported in *Popular Radio* that one out of every fourteen stations in the United States is maintained by a church or religious organization.)

(5) *Educational groups*: In this group are to be found State universities, colleges and high schools. Their motive is the unselfish one of helping to spread education. In the same group are also to be found semi-commercial educational institutions such as the Palmer Chiropractic School at Davenport, Ia. It is clear that the motive in cases such as the Palmer School would be not only to spread knowledge but also to get some return in the way of increased enrollment.

(6) *National advertisers*: Concerns like Washburn-Crosby, Calumet Baking Powder Company, and Goodyear Tire & Rubber Company, have their own stations. Such companies maintain stations purely for advertising purposes. They are national advertisers, and they believe that they can obtain national good-will through broadcasting.

(7) *Radio dealers*: Stations that fall under this classification are like the station of a dealer in Fort Dodge, Iowa. He had found that during the day when sales were to be made, he could not get enough service from broadcasting stations that were then in existence, to demonstrate the sets he had for sale. His motive, plainly, was to create a station in order that he could make demonstrations of his products to his customers.

From a study of these classifi-

cations of stations that do not broadcast for toll and of their ascribed motives, it will be seen that there are two types—the department store and the national advertiser—that can bring reproach on advertising. Such stations have undertaken a heavy job; the cost of which if added to their sales expense would swell it considerably. It can readily be imagined that some of these stores or manufacturers in an endeavor to reduce expenses will resort to objectionable methods. Such instances have already occurred. The Calumet Baking Powder Company, through its station WQJ, back in November asked all newspaper men listening in on its station to get paper and pencil and copy down an announcement. Then followed this message:

"Use Calumet, the world's greatest baking powder. Sales are more than two and one-half times those of any other brand. Tune in on WQJ on 448 meters and enjoy entertainment being broadcast by the Calumet Baking Powder Company from the Rainbow Gardens station at Chicago."

Newspaper men who had copied this advertisement were advised to insert it in their newspaper in two columns, ten-inch space and to send their bill to the Calumet company. In this manner, a direct advertisement was broadcast to the entire audience listening in on WQJ. In the minds of many with whom we have talked, it is a question whether the public will stand for much repetition of such alleged entertainment.

#### ADVERTISING ENDANGERED

There is no denying that some danger to advertising does exist here, and it is for that reason a picture has been given of what is taking place so far as advertising is concerned in the station that does not broadcast for toll. The danger to advertising from the stations that sell "space" on the air, however, is more real and important and we return now to that subject in order to give the promised opinions that have been gathered from various sources;

# Public indifference is *often termed* a wall

....Most advertising men know it can be battered down with the broadsword of space. Perhaps fewer are willing to wager with *equal* enthusiasm that it can be pierced with the rapier of copy, of idea.

....Any one can lay about with a broadsword. It takes skill to use a rapier.

....The world, however, is practical, and loves to reward merit. Skillful use of the rapier has often led the public to supply the funds for the broadsword.

....This is written from pleasant experience.

**THE RICHARD A. FOLEY  
ADVERTISING AGENCY, INC.**

PHILADELPHIA

NEW YORK

Member: American Association of Advertising Agencies

the radio industry itself being the first source that was tapped.

The first worth-while example of radio broadcasting occurred in 1908 when Lee De Forest transmitted an opera in which Caruso sang at the Metropolitan Opera House in New York. Considering this fact and considering his other contributions to radio it may be presumed that he speaks with authority born of experience on this subject. In his opinion the broadcasting of paid advertising is a menace to the radio industry.

"It is evident," he says, "as more and more commercial companies take advantage of the advertising possibilities of such stations as WEAf that the nature of their programs becomes less and less interesting to the radio listeners. The evil is insidious and is easily apparent to those who have listened in regularly during the last year. The advertising element is less and less concealed and is becoming more flagrant and brazen.

"The announcement, for ex-

ample, preceding the entertainment of 'The Happiness Boys' is so hypocritical that it disgusts one with their entire offering. No grown listener thinks that the Happiness Candy Stores are in business for the sake of disseminating happiness. Such thinly veiled attempts to hoodwink the radio listeners insult their intelligence and constrain one to quickly tune into some other program.

"I may be an exception, but I have incurred a prejudice against the Astor Coffee, Happiness Candy and Eveready products, which will cause me to purchase some other commodity.

"Of course, if the majority of listeners are induced to patronize the purveyors of this sort of fraudulent entertainment, they may be justified commercially in continuing to use radio as an advertising medium. In such case, if the solution of the problem be left to the advertisers and to the broadcasting stations, which will sell their services for such propositions, I think we can confidently

*made by* **GRAMMES**



Auto  
Radiator  
Emblem  
of the  
American  
Auto Assoc.

From the three coasts up to the border—that's the dominion of the A. A. A. Its official emblem is a product of Grammes—the authorized manufacturer.

**L. F. GRAMMES & SONS**

DRY & ZIMMERMANN, INC.  
MANAGEMENT



415 Union St.

ALLENTOWN, PA.

1875 - Our Fiftieth Year - 1925

Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties



*For*  
*New York State*  
*Industries*

*A* National Advertising Agency, ten years old, employing twenty-five people, with thirty-four accounts, organized and located in the heart of New York State to serve New York State industries exclusively—and intimately.

MOSER & COTINS  
*Advertising*      *Utica, N. Y.*

*Member: American Association of Advertising Agencies*

## \$12,000 Copy Man Wishes to Move

A man with a history of rich experience . . . A writer with insight and outlook . . . Sudden with ideas . . . Sound . . . Prolific in volume . . . Versatile in style: Copy that is pictorial in expressiveness; or bristling with thunder; or cast in epigram; or couched in romance—and above all never hackneyed, never weak-kneed. ¶ As copy chief, other men enjoy working with him. But he isn't dazzled by titles. It's the pleasure of the job that interests him most—the joy of getting things done better than the bunch down the street. ¶ He's young . . . Early thirties . . . Married . . . And he much prefers the Atlantic side of the Appalachians. Address "X," Box 246, Printers' Ink.



look forward to a time in the not distant future when the great majority of our radio programs will be for thinly veiled advertising purposes.

"We may still continue to patronize broadcasting for the sake of listening to the small proportion of good programs that are not thus prostituted, but such conditions will unquestionably work a very great hardship and injustice on the listening public."

#### ANOTHER VIEWPOINT

The Radio Corporation of America and its associates, the General Electric Company and the Westinghouse Electric & Manufacturing Company, maintain a chain of nine broadcasting stations that are stretched across the continent. The Radio corporation does not sell advertising or publicity space on these stations. It has as yet formulated no definite policy on the broadcasting of advertising, according to David Sarnoff, vice-president and general manager of the company.

"At present, it cannot be said that advertising over the radio is parallel with advertising in periodicals and newspapers in effectiveness," said Mr. Sarnoff. "The standards of periodical and newspaper advertising should also apply to the standards of the air and no advertisement should be broadcast without the plain advertising label."

Mr. Sarnoff looks upon the present broadcasting of advertising as a very interesting experiment. He recently said: "If the experimental plans now in effect by other broadcasting stations should result in some permanent form of advertising, I believe it would be largely supplementary to publication advertising, either adding to or strengthening the printed message."

This viewpoint probably accounts for the fact that the Radio corporation has not definitely decided whether or not it will ever transmit paid advertising over the stations it controls. At present, Pierre Boucheron, advertising manager, says, it plans to go ahead

## Good Copy

needs  
pictures  
sometimes  
but  
very often  
good type alone  
will do the work

HAWLEY  
ADVERTISING  
COMPANY  
INC.

95 MADISON AVE.  
NEW YORK CITY

and make its 1925 programs far better than those of 1924 and to charge the expense for those stations to its advertising appropriation as it has in the past.

A manufacturer of radio headsets, C. Brandes, Inc., hopes that paid advertising over the radio will not continue. L. W. Staunton, of that company, says: "I sincerely hope that advertising by radio will not continue, but I look for development of radio broadcasting to follow closely the combined history of the newspapers and the national magazines as a means of furnishing local news, information and education."

It is his opinion that manufacturers of radio receiving apparatus have hesitated to finance radio broadcasting because they might thereby set a precedent which would have to be continued, come what may.

"The radio manufacturer," he says, "is naturally holding back on advertising over radio, probably because Secretary Hoover and a lot of other big men, to say nothing of the vast public, are

either undecided or opposed to radio advertising. Now if the radio manufacturer should start advertising over radio, he would be setting a precedent which would be pretty difficult to break down later on. I think this is the reason why the industry has allowed other manufacturing companies to take the lead."

The Acme Apparatus Company of Cambridge, Mass., feels that the public is now deciding the question of the use of radio for advertising purposes. Claude F. Cairns, of that company, says: "The public has already decided that it is *out*, except, of course, in the form that it is being done to some extent, such as Eveready Hour, and the excellent job that the Victor Talking Machine Company has recently established." To this statement he adds this comment: "Crude publicity never did go over in this country."

The vice-president of a firm of radio engineers, Durham & Company, says that selling advertising space is the only concrete plan that has yet appeared. And this plan.

## *Please note our new address*

We are moving about February 1 to the Knit Goods Building, 93 Worth Street at Broadway, New York—to be nearer the center of the trade and to make it easier for distributors and manufacturers of Underwear, Hosiery, Sweaters and Knitted Outerwear to avail themselves of our service both personal and advertising.

### **KNIT GOODS PUBLISHING CORP.**

Knit Goods Building, 93 Worth Street, New York

New Telephone: FRAnklin 1798-1799

*Publishers of*

**UNDERWEAR & HOSIERY REVIEW  
SWEATER NEWS & KNITTED OUTERWEAR**



## Executives!

Many men who saw service, in 1917 and 1918, are the wide-awake executives of today, and will be the big business powers of tomorrow.

They are now at an age when manufacturer's advertisements formulate buying habits which will last over the next twenty-five years. They can be made to be one of your most productive investments.

Place your sales story before these energetic, hustling buyers, and your orders and re-orders will start to grow—and grow in a cumulative manner.

**The AMERICAN LEGION** *Weekly*

331 Madison Avenue  
New York, N. Y.

22 West Monroe Street  
Chicago, Ill.

New England Representative  
CARROLL J. SWAN

Pacific Coast Representative  
BLANCHARD-NICHOLS-COLEMAN



*will  
help you  
do it*

he says, does not necessarily mean "poor broadcasting, as in most cases reputable concerns such as coffee roasters, etc., provide very interesting entertainments. The only publicity they derive is the mention of their name before musical selections, interesting talks or a varied program of this sort."

Advertising must continue to pay for broadcasting, thinks C. D. Tuska, president of the radio apparatus company bearing his name. "Many of the broadcasting stations," he says, "report tremendous earnings and feel that radio broadcasting is the most profitable form of advertising which has been presented in the entire history of the publicity art."

From these statements it is apparent that there is no unanimity of opinion against the use of broadcasting for paid advertising by manufacturers whose continued prosperous existence depends upon good broadcasting.

Other statements could be given, but in the main, they would point to the same general state of mind, namely: "Paid advertising

should not be the financial main-spring of broadcasting; but so long as advertisers are willing to pay for broadcasting let them do it, and when they stop paying we'll look around for another source." It is evident, then, that the radio set manufacturer is pinning his hope on the advertiser, and by so doing he is giving advertising the opportunity to share a black eye with radio if the public decides to administer such punishment.

#### GOVERNMENT MAY TAKE A HAND

How far and how long advertising will go with radio broadcasting depends, at the present time, upon advertisers. Later, the Government may have something to say. Up to now all that the Government has done is to express unofficially, through the Department of Commerce, that only indirect advertising be transmitted over the radio. Ultimately, of course, the owner of the radio receiving set will make the decision.

With the advertisers in the saddle today, PRINTERS' INK has gone

## A Successful Food Show

conducted by this newspaper last week with 60,000 square feet of exhibits and over 100,000 attendance has further established the

# WASHINGTON TIMES

THE NATIONAL DAILY

WASHINGTON, D. C.

as the leading pure food advertising medium of this city.

**"Million Lines in 1925"**

An agency that  
is financially  
strong enjoys  
the good-will of  
all publishers

•

# Arnold Joerns Company

— *Advertising* —

Arnold Joerns Building - CHICAGO - 26 East Huron Street

# Today

As this piece of advertising copy is being written, there comes to our office a letter from the managing director of one of the great Canadian textile manufacturing corporations.

Today—the day that this is being written—is Tuesday. The letter from the great Canadian manufacturer says that he will be in Boston, at the Copley Plaza, Wednesday and Thursday of this week and will we introduce to him at that hotel, several men who would be interested in the position of general manager of his company. The pay is \$10,000 to \$12,000 a year to start. We hope to be able to serve this Canadian textile manufacturing corporation.

Today, the overseer of weaving in the fanciest woolen and worsted men's wear mill in the United States has been in to see if we can land him as assistant superintendent in some good woolen and worsted mill. He feels that he is equipped for advancement.

Today, a great soap manufacturer has written us that he will be in our office next Monday morning and wants us to have several salesmen lined up from whom he can pick a man for the New England territory.

Today, the best chief engineer in the textile industry came in to talk with us about a position that has been offered him—chief engineer and master mechanic for a group of eight prominent New England textile mills.

All of this before noon on Tuesday.

There is no other organization in the textile industry that has the confidence of the industry like the American Wool and Cotton Reporter, none is called upon for so much service. No other organization is equipped like the American Wool and Cotton Reporter to give immediate and satisfactory results to advertisers.

We not only want to carry the advertising that the American Wool and Cotton Reporter deserves and the industry warrants, but we also want to give a personal service to every advertiser.

Standard 7x10 Page

Established 1887

Charter Member A. B. C.

Largest Circulation of Any Textile Publication

## American Wool and Cotton Reporter

BENNETT SERVICE

Boston  
530 Atlantic Avenue

Greenville, S. C.  
229 E. Stone Avenue

to them. What do they say?

A peculiar type of radio advertiser is the National Carbon Company, maker of the Eveready battery, which regularly broadcasts the Eveready entertainers. It is a peculiar type because that company sells a product that is necessary to the operation of a radio receiving set. In view of this fact, it may be said that the public may look upon Eveready broadcasting as a contribution to radio and not strictly in the sense of paid advertising. It must also be said that today that company's broadcasting stands as perhaps the best example of all paid advertising in the form of entertainment that is being done.

#### BROADCASTING IS PROFITABLE

The general sales manager of that company, J. R. Crawford, says that originally his company started in broadcasting as a contribution to the radio industry. Today, he declares, it is broadcasting on a dollars-and-cents basis and it pays. He bases his judgment that broadcasting pays as an advertising medium upon letters received from radio listeners and upon reports from his salesmen. The many letters that come in, he says, show evidence that good-will is being created for the National Carbon Company. We asked him to amplify that statement and he said: "The attitude of the average individual toward corporate interests is one of mistrust and suspicion that has been fostered by politicians in their cheap appeals to the baser minds of the multitude. Radio broadcasting is removing that feeling of suspicion and replacing it with one of confidence and trust. The letters we receive come from people in all walks of life, ranging from almost undecipherable scrawls on pieces of wrapping paper to neatly typed missives on embossed letterheads of bank presidents.

"These letters are personal, intimate and cordial and, in many instances, touching. Our high-water mark in the amount of letters received is about 3,000 in one day. We acknowledge all of these letters. In most cases, the acknowledgment takes the form of a

## 10 MIN-UTES

is the average time it takes a man to walk or ride to or from his work in Utica. Consequently, it is in the evening at home that he sits down and reads his paper. As there is only one paper for him to read, you will naturally send that man-appeal ad to the

### Utica Observer-Dispatch

*Member Empire State Group  
Each the Leader in Its Field*

*Send for our new Utica Booklet*

**J. P. McKINNEY & SON**  
New York

Chicago

Los Angeles

**Dominant for 16 years in  
Florida's Agricultural Field**

## the **Florida GROWER**

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

*Representation*

Wallace C. Richardson, Inc.  
New York

John D. Ross  
Chicago

George M. Kohn  
Atlanta

**THE FLORIDA GROWER**  
Tampa, Florida

## unique

Many of the book-lets, *et cetera*, made by us have a character that may fairly be described as unique.



**CURRIER & HARFORD L<sup>td</sup>**

*Selective Advertising*

27 East 31 New York Cal 6076

printed postcard carrying a half-tone reproduction of a picture of the Eveready entertainers, and in a lesser number of cases, with a special reply. Otherwise, we make no further use of the letters.

"To this company the important point is that thousands of people feel free to sit down and write a friendly and personal letter to a large corporation. We believe that this spirit of friendliness and appreciation on the part of the public for a business as large as that of the National Carbon Company is a thing of inestimable value. We feel that radio bridges the hitherto wide gap between the big, aloof corporation and the consuming individual."

The National Carbon Company has no direct touch with the public in its selling activity. It sells solely to jobbers. Its salesmen do not call on retailers. From the response that its salesmen have met with in their calls on wholesalers since it started to use radio broadcasting, Mr. Crawford says, it knows that there is a vast appreciation by the radio audience of what it is doing that is reflected in sales.

Mr. Crawford makes the following statement to be used as a guide for any manufacturer who may be thinking of using radio broadcasting as an advertising medium:

"I do not think that radio broadcasting would be a good advertising medium for every type of manufacturer. Any manufacturer who plans to use it should not draw from his regular advertising budget to buy 'space' on the air. He should make his budget for all of his advertising in the regular normal way and make his usual increase, and when that is finished he should create a special fund for radio broadcasting. He should use radio broadcasting with the knowledge that he is making an advertising experiment that he may have to drop."

In contrast with the National Carbon Company is The Borden Company, selling milk and milk products. It, of course, has no reason to support the radio industry, and its efforts at broadcasting



**Copy** produced by this agency is based upon knowledge of consumers' wants and viewpoints —not on guesswork or opinion

## for example

FROM the time our advertisements of Hoffman Valves first appeared, they have proved that good advertising is the result of a definite picture of the consumer.

Have you subjected your own advertising to searching tests? Are you certain that you are getting full value for every advertising dollar or is there a better appeal right around the corner?

The story of Hoffman Valves closely parallels many other products that have responded to the Hoyt policy of knowledge-built copy. We should welcome an opportunity to explain how our methods can apply to your own business.



## CHARLES W. HOYT COMPANY, INC. PLANNED ADVERTISING

Reg U. S. Pat. Off.

116 West Thirty-Second Street, New York

Boston

Dept. B1

Springfield, Mass.

Little Building

3rd National Bank Building

would naturally be more readily adjudged as advertising by the public than would those of the National Carbon Company. Stuart Peabody, of Borden, says:

"We did use radio broadcasting but don't any more. We have tried it twice in connection with our nutrition campaign through Station WEAJ and both times the results have been very disappointing.

"Each time we used a series of five or six talks delivered weekly. We used it in addition to our regular advertising. We did make a special effort to get a response in the form of letters and got very few. The letters we did get were answered personally and literature was sent on malnutrition."

To this statement Mr. Peabody adds that his company knows of no way to find out whether or not broadcasting is worth while as an advertising medium. From his own experience, he says, "it is my personal opinion that it is an excellent medium for retail stores or other public-service corporations which have direct contact

with the consumer, but even for these businesses the best method by far is to furnish entertainment and rest content with the good-will this entertainment may produce."

With Mr. Peabody's reference to broadcasting's value for retail stores in mind, we asked two different types of retail institutions for information on their experience.

#### MACY'S EXPERIENCES

One of the largest department stores in the country, R. H. Macy & Company, of New York, has used broadcasting at isolated intervals. Concerning its different endeavors to broadcast, its advertising manager, Frank Goold, says: "We have not felt that we derived any substantial benefits from them. Frankly, we do not know whether radio broadcasting is a profitable form of advertising, and we are watching the experiments of others with much interest."

Another type of retailer, Nat Lewis, who conducts two gift and haberdashery shops in New York, says that he has "discontinued a

---



---

## The Newspaper Whose Readers are Trained to Read Advertising

Do you happen to know that The New York Telegram and Evening Mail is supreme in classified advertising in the Evening field in New York? The Telegram-Mail carries FOUR times the volume of all other evening papers in Manhattan combined.

Every reader of classified advertising is a trained reader of ALL advertising. The paper which has supremacy in that field does not have to wonder whether its advertising columns are read.

### The New York Telegram and EVENING MAIL

Publication Office, 73 Dey St., New York

Eastern Representative. . . . . DAN A. CARROLL, 110 East 42nd Street, New York City  
Western Representative. . . . . J. E. LUTZ, Tower Building, Chicago, Ill.

---



---

## Is "cold type" ever warm?

"How will it look in cold type?" That's the bug-a-boo of every copywriter... To see the child of his brain dressed like the offspring of scores of Tom, Dick and Harrys is more than disappointment—it is wasted effort... Every advertisement, regardless of its size, can have a typographic personality; can speak and act the part for which it is written... We are selecting and assembling characters—typefaces, ornaments and borders—for many leading advertising producers not only near Broadway but wherever Uncle Sam's gray-clad figures come and go... Why not let our typography talk for you?

WIENES TYPOGRAPHIC SERVICE  
INCORPORATED

203 WEST 40TH STREET, NEW YORK  
Telephone Longacre 7034

*Our 24-hour service insures quick mailing of proofs to out-of-town clients*

---

# CAPS & lower case~

When the units of the Alphabet must be depended upon to Convey your Advertising Thought,— or when you must give force and appeal to a particular phrase or word,—then our *Lettering Service* can give you the ALPHABET from "A" to "Z," treated with Distinction and with adaptive resource to your NEEDS

**J. ALBERT  
CAVANAGH**

BRYANT-6505...2 W. 46th ST.

---

lot of newspaper advertising, and will do more radio broadcasting in 1925.

"My advertising through station WEAf," he says, "is not direct advertising. It is simply talks on fashions of the immediate and for the coming season. I would call it publicity, because this station does not permit any direct advertising.

"I received something like 5,000 letters on one of my talks, and to make capital of this matter, I look up the references (which requires time) to see how reliable the writers are, and if their credit standing is O.K. we notify them that we have opened a charge account for them.

"It is very hard to determine the exact benefit derived from radio advertising. The only way we can judge is by the letters received, and from what our regular customers tell us of the talks."

It will be recalled that De Forest, in his statement to PRINTERS' INK, objected to Happiness Candy and Astor Coffee broadcasting as thinly veiled advertising. Those two advertisers have been queried concerning their experiences and attitude on radio advertising.

Ivan Fuerst, vice-president of the United Retail Candy Stores, Inc., says:

"We have been using radio broadcasting for about fifteen months. We took it up because it was new and seemed to offer possibilities which, up to this time, we have been unable to obtain through any other method, in that our message was given to the public by the actually spoken word instead of, as heretofore, by the printed word.

"We use it in addition to our regular advertising and it is not substituted for any other.

"We do not believe that it can ever effectually take the place of regular advertising for the reason that we are limited in what we may say over the radio, and cannot tell the public anything at all about our product. This is as it should be because the public itself would not listen to anything coming over the radio which was palpably an advertisement. For this reason we class it as 'public-

ity' rather than 'advertising,' if we can make such a distinction.

"We do not make an intense effort to get a response in the form of letters, but we do invite criticisms and suggestions on a special card which we have provided for this purpose in our stores, and we have not used the names we have on the cards for any purpose up to this time. We are trying to develop some method of using them.

"We have no direct method of finding out whether or not the medium is worth while. We believe we are particularly fortunate in securing the Happiness Boys as the medium through which to get our publicity over to the public. These boys are prime favorites, and they seem to grow in popularity every day. We get unsolicited letters from all over the United States, and have received some from Canada.

"I do not think that the success of radio advertising lies so much in the method itself as in the medium through which it is sent out to the public, as my experience with it teaches me that the public, having a choice of stations from which to receive programs, will tune out instantly anything they do not like.

"Radio as an advertising medium, in my opinion, offers a wonderful opportunity to get one's name before the public, but it stops there."

B. Fischer & Co., in their broadcasting on Astor Coffee and Rice, believe that the advertiser should be given a chance to make a direct bid for consumer support over the radio. That belief was voiced by the Fischer company in the following statement on its use of broadcasting:

"Our radio advertising has opened up many interesting possibilities—but we are handling a commodity that is extremely difficult to merchandise because of the very great retailer resistance we are required to break down. The fact, however, that we have continued this work over a period of some fifteen months indicates that we think it worth while.

"If we had had different market conditions to contend with

# 42,000 increase in Population over night



One day in April the United American Fleet will steam into Hawaiian waters. This means that 205 ships, 42,000 officers and men and at least 2,000 civilians, families and friends of the Navy, will come to Honolulu.

Even New York City knows when the Fleet is in port. To Honolulu, with its 100,000 population, the visit of this great American Armada is an event of tremendous importance.

Entertainments are being planned, new houses are being erected, merchants are stocking-up for the increase in business during the three months' visit of the Fleet.

The Navy reads the newspapers. Navy men will respond to advertising run in the Honolulu Star-Bulletin during April, May and June. Plan special campaign to run during the Fleet's visit. Our representatives will help you.

**ALCORN & SEYMOUR CO.**  
27 Madison Ave., N. Y. City (Eastern)  
410 N. Michigan Ave., Chicago (Western)

West of Rockies  
**M. C. MOGENSEN & CO.**  
564 Market St., San Francisco  
Title Insurance Bldg., Los Angeles  
Securities Bldg., Seattle

In Hawaii It's the

**Honolulu  
Star-Bulletin**

during recent months, our work, we believe, would have been more effective and we could more enthusiastically tell you that radio advertising pays.

"We have received now in excess of one hundred thousand communications from all parts of the country. Every one is acknowledged with a simple card, advising the sender to try our products, and forwarding with our acknowledgment a booklet on Astor Coffee and a series of Astor Rice recipes.

"The chief drawback we object to is the fact that we are not permitted to make any announcement descriptive of our material or actually making a bid for consumer support. Unfortunately, package coffee today has reached a retail basis which now begins to meet consumer resistance on account of the high price—but without this advertising we do not know to what extent our sales might have decreased."

## ANOTHER CASE OF POOR RESULTS

Candy and coffee enjoy a general use. Cigarettes belong in the same class. We have been able to get a statement on the broadcasting experience of a cigarette manufacturer having national distribution—the American Tobacco Company. It used broadcasting for Lucky Strike Cigarettes for a year, but when its contract expired it did not renew. Its radio copy was in the form of entertainment furnished by the "Lucky Strike Orchestra."

During the year that it furnished this entertainment it received many letters from radio listeners. But, like all others, it faced the question of: "What can we do with these letters?" without finding a satisfactory answer. It finally decided that the best it could do was to send samples of cigarettes to every person who wrote concerning Lucky Strike broadcasting.

Naturally, all other forms of advertising were continued during the time radio was used, and, therefore, there is no way for this company to estimate in dol-



**T**HE new power stations of Houston Power and Lighting Co., Southern Power Co., Kentucky Utilities Co., Carolina Light and Power Co., Tennessee Power Co., and others, built during 1924, set some new records for public utility activity in the South.

In North Carolina, for example, the increase in electrical output for five years, 1919-1923 was 100 per cent; the increase in output from fuel was 231 per cent; the increase in output from water power was 85 per cent.

However, these items are but stepping stones to **STILL BIGGER THINGS FOR 1925.**

In the South, **SOUTHERN ENGINEER** has several times more circulation than any other engineering paper. It reaches the men responsible for power production in all industries. It has a prestige acquired through 20 years' intimate contact with Southern men and conditions.

It can and will serve the makers of power-plant equipment most effectively and profitably in the Southern Industrial Field. Member ABC and ABP.

**W. R. C. SMITH PUBLISHING COMPANY**

Atlanta, Georgia

*Who also publish*

Cotton

Electrical South

Southern Automotive Dealer

Southern Hardware & Implement Journal

lars and cents any return on the money spent in radio broadcasting. It believes that it got much name publicity from its broadcasting efforts. It also believes that it now knows very well that as an advertising medium radio broadcasting cannot be used for merchandising purposes.

This company's attitude on radio broadcasting is identical with its attitude on skywriting which it used for some time. Both of these were novelties, and it used them for that reason.

The most-talked-of experiment on the use of broadcasting as an advertising medium is that now being made by the Victor Talking Machine Company. For this experiment Victor is making no payment to the Telephone company, nor is it talking for publication as yet concerning the experiment. The intimation made at the outset of this article that the broadcasting it has done sold radio sets in a volume far and beyond that in which it sold records and phonographs was not based upon

statements from the Victor company, but upon information gathered from the radio industry. After the second Victor broadcasting, PRINTERS' INK asked that company for a statement on its experiences and results from this advertising experiment. To this request, Ernest John, advertising manager of the Victor company, replied:

"From the point of production, from the point of artistic interpretation, from the point of financial returns—is the artist wise in broadcasting? We are endeavoring to find out. Does broadcasting as a means of setting one's wares before the public pay? We are endeavoring to find out. It is true that we have had two concerts. The results of the first are not yet tabulated, and even though they were, they would not be a reliable criterion. How much of the applause was due to the novelty of it, how much to the artist who appeared, and how much to the songs they sang?

"My frank view of the matter

THE

# SWEENEY

AND

# JAMES

COMPANY

1632 Euclid Avenue  
CLEVELAND

**ADVERTISING**



*"The  
Old Order  
Changeth!"*

The  
Journal

has the  
*Biggest  
Circulation  
in  
Portland  
Oregon*

## *The Harrisburg Telegraph*

**was the only Harrisburg paper to show  
a gain in national advertising in 1924.**

### **Maximum Contact**

In the City of Harrisburg, where the last Government census report includes 15,188 families, a daily average of 13,117 copies of the HARRISBURG TELEGRAPH were read every day during the six months ending December 31st. The TELEGRAPH is the family newspaper in 86.39% of Harrisburg homes.

### *Combined with*

### **Minimum Sales Resistance**

For almost a century, the HARRISBURG TELEGRAPH has been the reading and buying guide of Harrisburg families. The TELEGRAPH has the prestige of age, the background of achievement and the dynamic power of youth. It's an unbeatable combination.

## **THE HARRISBURG TELEGRAPH**

*Central Pennsylvania's Greatest Daily*

**Represented by Story, Brooks and Finley**

Pershing Square Building Colonial Trust Co. Building 360 N. Michigan Boulevard  
NEW YORK PHILADELPHIA CHICAGO

is that it will take not one concert, nor two, but several of them to answer these questions, and, until they are answered, conclusions would most certainly be hazardous."

#### RADIO'S LIMITATIONS

Attention has already been called to the fact that broadcasting as an advertising medium is being studied by the American Association of Advertising Agencies. While James O'Shaughnessy, executive secretary of the association, is of the opinion that inept use of broadcasting will harm advertising, as a statement from him given at the outset of this article indicates, he is not of the opinion that broadcasting will not stand up as an advertising medium. He says:

"In the ordinary sense from which we consider advertising, there can never be a general use of broadcasting as an advertising medium, because of its time limit. There isn't sufficient time to get an advertisement across in a radio broadcasting program in the sense of the full advertising use of a printed medium.

"Then there is the question of circulation. Radio has an uncertain circulation, so far as can now be seen. In fact, it is even less certain than the movie.

"Advertising has to be measured as to every element. Circulation is one of those elements. There are other elements in radio broadcasting that cannot be measured. Until such measurements are known, the right use cannot be made of radio broadcasting as an advertising medium.

"Broadcasting may have a place in advertising, but we don't know as yet what that place is. It may be supplementary to outdoor advertising. At best, at present it looks like a supplementary form that will probably be of secondary value. Properly developed, it may be an aid to all established advertising mediums.

"But it must be properly developed, and such development must come from the hands of persons skilled in advertising who will not

**All kinds of  
LABELS—  
and all good.**

**Frank C. Shuman Co.**  
MANUFACTURERS  
Blackford Building  
CHICAGO

*The*

**RUN THROUGH YOUR TYPEWRITER  
IN A CONTINUOUS STRIP—SAVES  
YOU TIME, LABOR AND LABELS.**

**SHUMAN**  
**Labels**  
In ROLLS are superior labels

*Ask  
for our label  
catalogue—  
a label refer-  
ence book for  
your files.*

## This Market Is GOOD 365 Days a Year

### The Church Buys—

Adding and Addressing Machines  
Automobiles, Tires, etc.  
Clocks, Cement, Cabinets  
Files, Office Equipment  
Hardware & Plumbing  
Furnaces & Furniture  
Kitchen Equipment  
Pianos, Organs, Instruments  
Rugs & Floor Covering  
Vacuum Cleaners & Brushes

### Does it Buy Your Product?

Place part of your 1925 appropriation in the magazine best fitted to sell this field.

## The EXPOSITOR

The Minister's Trade Journal  
Since 1899

Out of 130 National Advertisers using religious papers 70 use the Expositor exclusively.

**F. M. BARTON CO.**

701-710 Caxton Bldg., Cleveland, O.

Chicago  
37 S. Wabash

New York  
17 W. 42nd St.

practice deception in the use of it. Advertising can't stand deception.

"However, even though it should develop into an advertising medium, the radio industry must not look to advertising to pay its broadcasting bills. The ultimate consumer must always pay the bill. That thought can be looked upon as a divine law. The cost to the consumer must, however, be laid on intelligently."

From a study of these experiences and opinions of advertisers the soundness of radio broadcasting as an advertising medium may well be questioned. At best, an advertiser can actually point only to name publicity as his return for entertaining the public. And in some minds it is only a question of time before such name publicity, instead of being favorable, will become unfavorable, unless advertisers are willing to hurdle many obstacles.

Before any advertiser gives serious thought to the use of broadcasting as an advertising medium it would be well for him to

consider what "name publicity" is. Has radio broadcasting all of the necessary attributes of an advertising medium to enable it to give name publicity as effectively and consequently as cheaply as established mediums? In these days, when advertising is part of merchandising, is name publicity desirable? Is it an advertising throwback?

What is name publicity worth? Can it possibly be worth all that radio will demand in order to deliver it if it can? Is it worth enough for advertisers to attempt to set up an unnatural condition whereby the listeners and the radio industry get without charge a service that should be paid for? Is it worth enough for advertisers to go into the theatrical business, as the National Carbon Company, speaking from experience, says they must? And if advertisers are willing to go into the theatrical business, are they willing to give the public the opportunity to hear the best singers and entertainers of the country? Are they willing

## Lithographic Salesman Wanted

Having increased our facilities for producing high class lithographic and color printing, we are enlarging our sales staff, and offer an exceptional opportunity to a thoroughly experienced and successful salesman to join our organization.

Only those who have proved their ability to handle a large volume of business, and who can function closely with National Advertisers on Point of Sale, Direct-Mail, and other advertising issues will be considered.

Give full particulars in your letter, experience, yearly volume of business written. The matter will be treated in full confidence.

*Atlantic Lithographic & Printing Company*  
448 West 37th Street • New York

013-  
ag at War  
advertis  
of the prom  
are not  
also has been  
2 weeks. O  
which this  
advertis and  
the U. S. A.



**W**HEN you send a package by parcel post it takes its chance with countless others.

For a few cents you can insure yourself against replacement costs if it is lost, damaged or destroyed in the mails. Inquire about North America Parcel Post Insurance, Coupon Books and rates.

## Insurance Company of North America PHILADELPHIA

*"The Oldest American Fire and Marine Insurance Company"*



Insurance Company of North America  
Third and Walnut Streets  
Philadelphia, Pa., Dept. W 25

Name .....

Street .....

City ..... State.....

Wants information on Parcel Post Insurance

## Copy Chief *or* Buck Private *I'll Fit Into Your Organization*

Here's a copy writer who, from a standpoint of versatile experience, was made to order for you. Can take complete charge of your copy department or work in the ranks (if the salary's right). Can also handle accounts—and handle them well.

Five years with one of the leading New York Agencies, Working still—and working hard—but feel the urge for larger things. If you need me, the line forms at "E," Box 241, Printers' Ink.

## Can You Find a Place in Your Organization

for an executive from another industry?

One with a record of accomplishing results and getting things done.

Who knows management and sales thoroughly.

Six years in present position as vice-president in charge of Eastern division for specialty manufacturer.

Has reached the limit of his job and is seeking a new contact where he can develop further.

Willing to start at \$5,000 on a "make good" basis, although now earning considerably more.

Address "G," Box 243, P. I.

to pay the price to those artists? Do they realize that they also must stand ready to recompense authors and composers when their works are broadcast? Do they know whether most of the worth-while entertainers, authors and composers are amenable to the idea that they or their works should be broadcast "through the courtesy of" say the "Brown Chocolate Company"? Will the real artists of the country let any advertiser exploit them?

### A POSSIBLE FLARE-BACK

Over and above these questions, which are of interest to any advertiser who might use "space" on the air, is one that interests all advertisers, and that is: Will the Broadcasting of Advertising So Arouse Public Sentiment That It Will Work Harm to All Forms of Advertising? That there is danger of public protest against the broadcasting of advertising is evident in the Government's request that only indirect advertising be sent over the radio. What additional light can the Government throw on this subject for the benefit of advertising? There is an indication of public resentment, too, in a statement made by the head of the National Association of Broadcasters, Paul B. Klugh, in which he says:

"While there are some mitigating circumstances that should be set forth in favor of the American Telephone and Telegraph Company in its use of radio to broadcast advertising, the public nevertheless wants better broadcasting than that which it has been given. The Telephone company has done the best broadcasting job in the country. It has not permitted sloppy modulation, and has been willing to pay for brains to operate its station. But this is not sufficient. An insistent demand for the appearance of great artists is constantly increasing. The public wants the best. But how can it get the best under the present arrangement?

"How many programs can a citizen of average culture listen to

# *The Giant of Pittsburgh* **The PRESS**

Only five Evening and Sunday newspapers in the entire United States published 23,000,000 lines or more of advertising during the year 1924.

Such outstanding newspapers well deserve the name of "giant" for they wield gigantic influence in the marketing of merchandise in their territories.

During 1924, The Pittsburgh Press was well up toward the top with a total advertising lineage of—

**23,469,516 lines**

In the Pittsburgh district, The Press has been the overwhelmingly dominant medium for many years. Its 1924 lineage was considerably more than DOUBLE that of the nearest competitor.

The story of The Press is a series of "FIRSTS"—first in total circulation, first in city circulation, first in total advertising, first in national advertising, first in local display advertising, first in classified advertising, first in automobile advertising, first in number of exclusive accounts, literally "first in everything."

The great Pittsburgh market is particularly inviting to advertising managers and sales managers at this time—the spring of 1925.

The great revival in the steel industry has had instant reflection in the prosperity prevailing throughout the Pittsburgh territory.

## **The Pittsburgh Press**

*A Scripps-Howard Newspaper represented in  
the national advertising field by*

**ALLIED NEWSPAPERS, Inc.**

NEW YORK, 52 Vanderbilt Ave. CHICAGO, Wrigley Building  
Cleveland—San Francisco—Los Angeles—Cincinnati

## An important position for an Account Executive

—important enough to interest a man who is doing very well now. A man with sound merchandising background. A man who can write. Be specific. Address "M," Box 92, care of PRINTERS' INK.

Would your business in the Metropolitan District benefit if you established an office and transferred one of your executives to New York City?

We know an executive who has opened an office with the idea of representing a few high-grade manufacturers in this district.

His experience covers organization, banking, selling and all branches of business which his former position as Treasurer and General Manager of a large manufacturing concern would naturally call for.

This offers you an opportunity to secure the services of an able executive for this district who can furnish the best of credentials, and the cost to you would naturally run much less than the cost of maintaining a separate organization.

For full and complete information address Secretary, Morse International Agency, 449 Fourth Ave., New York City.

today? Fully 90 per cent of the programs of today he cannot and will not listen to. In fact, 90 per cent of the programs that are given today are so poor that radio is not a serious competitor with bridge, the theatre and literature. Eventually, the artists who have spent years of preparation and work in building a reputation must be paid. How can this fact be laughed off?"

In these last few paragraphs important questions have been raised on the value of name publicity; on the necessity of an advertiser using radio virtually entering the theatrical business; on whether or not great artists want to have advertisers exploit them; on the Government's attitude toward broadcasting, and on the possibility of public resentment against advertising over the air. Advertisers should know the answers to these questions. They may look for information on those questions from men in a position to give it in succeeding issues of PRINTERS' INK.

### A. E. Aveyard with Hoops Agency

A. E. Aveyard, formerly with the Chicago office of the Ferry-Hanly Advertising Company, has joined the Hoops Advertising Company, Chicago. He succeeds Charles H. Marvin, resigned.

### A. J. Putnam Joins Crook Agency

A. J. Putnam, formerly advertising manager of the Fort Worth, Tex., *Record*, has joined the Crook Advertising Agency, Dallas, Tex., as production manager.

### Bike-Web Appoints Arnold Joerns Agency

The Bike-Web Manufacturing Company, Chicago, manufacturer of elastic athletic goods, has placed its advertising account with the Arnold Joerns Company, Chicago advertising agency.

### Represents Canadian Publication

L. W. Kerney, Jr., publishers' representative, Chicago, has been appointed Western representative of the *Canadian Dairy & Ice Cream Journal*, Toronto, Ont.



## Misspelled Words and Trade-Mark Registration

S K F INDUSTRIES  
NEW YORK, N. Y.

Editor of PRINTERS' INK:

I believe that there is some provision in the copyright law which has to do with the respelling of various English words, such as, for example: "Kwick Klene," for the obvious quick clean.

Can you tell me what this provision of the copyright law is, and give me any references to the articles you have published on such respelling?

S K F INDUSTRIES, INC.,  
MORGAN T. RILEY.

EVER since it was established, the trade-mark division of the Patent Office has received applications for the registration of trade-marks consisting of misspelled words and distorted phrases. The evident thought behind these trade names is that their departure from good orthography, while it did not change their meaning, would, in some mysterious way, facilitate their registration.

In regard to all such applications the Patent Office has ruled on the evident meaning of the terms regardless of spelling. And, after many years, a case of the kind was finally taken before the Supreme Court of the United States where the Patent Office was upheld.

This was the case of the Trinidad Asphalt Co. versus the Standard Paint Co. (163 Federal, 977). The Supreme Court held that: "Bad orthography has not conferred registrability yet."

The trade-mark laws have nothing to say regarding the spelling of words which make up all or any part of a trade-mark. They prohibit in most certain terms, however, the registration of descriptive words and phrases as well as those which are the names or slogans of fraternal organizations and names of individuals or which are similar to marks already in use or registered. While most of the applications on misspelled words and phrases that are not allowed are refused because they are descriptive of the goods, refusals because

## Radio Manufacturers Can Advertise Locally

Where local conditions are such that advertising needs to be focussed there more than any other place, RADIO MERCHANDISING fills a real need for the manufacturer.

Where production is such that only a certain territory, or territories, is desired for dealer-jobber distribution, RADIO MERCHANDISING is the only publication which can serve.

Where jobber co-operation is to be reciprocated by local advertising reaching all the trade of a given zone, RADIO MERCHANDISING is the manufacturer's one sure answer.

Write for Zone Map and full details of the greater

**RADIO**  
**Merchandising**  
THE MAGAZINE OF THE RADIO TRADE

243 W. 39th St., New York City

## Your Trade Mark made in PAPIER MACHE

is effective advertising. Good for many years as window or store display—also as premiums. Light shipping weight; durable; realistic.

Phone or write us to call

T. F. MOORE CO., INC.  
19 W. 44th St., New York  
Tel. Vanderbilt 0346

Eastern Representatives for  
OLD KING COLE, INC.  
Canton, Ohio

## WANTED Free-Lance Writer

Must live in Chicago district and have experience writing sales letters, services or inspirational matter. Knowledge of management problems valuable. Must be able to write in snappy, punchy style. Liberal remuneration to writer who can produce material meeting our requirements, with opportunity for permanent connection. Good future with leading organization in its field.

Write for appointment to show specimens of work, as only those who can show specimens will be considered.

Address "A," Box 233, care of Printers' Ink, 230 S. Clark Street, Chicago, Ill.

## WANTED Correspondent— Sales Executive

On April first we want a college man about 35 years of age, of good address and personal background, able to absorb executive direction from the active owners, to head Sales Correspondence and take general executive responsibility in a progressive New York City Paint organization, national in scope, oldest in its group and sound financially. He should be a proved sales correspondent, write without the aid of hackneyed commercial expressions, have some knowledge of sales promotion and advertising as well as office management. Write very fully, giving your idea of initial salary.

Address "L," Box 91, care of PRINTERS' INK.

of similarity are also frequent.

In the recent case of The Coca-Cola Co. versus Sweet (opposition No. 5113), the Patent Office held that Wm. R. Sweet, of Osceola Mills, Pa., is not entitled to register as a trade-mark for a soft drink a blue disk, in the centre of which appear the words: "It's Osce-Kola." It was ruled that the predominating words of the mark are so similar to "Coca-Cola" that the two would cause confusion. In this case, as in all similar cases, the misspelling of a word added nothing to the validity of the applicant's mark in the opinion of the Patent Office.

### DESCRIPTION VERSUS SUGGESTION

The phrase "Kwick Klene," was submitted to an official of the trade-mark division who explained that there is a recognized difference between descriptive words and phrases and those which are merely suggestive. In the case of this particular term, he said, the alliteration tends to confer registrability because it unites, in an arbitrary way, two words which, taken separately, are descriptive. He said that when the words are considered together as a trade-mark, they do not actually describe the goods. They rather suggest a result following actual use of the goods, and they are, therefore, suggestive rather than descriptive.

On the other hand, while the misspelling in this case may emphasize the alliterative feature to the eye, it does not actually do so because the pronunciation of the words is not changed. Consequently, the spelling would not be considered important in passing on the registrability of the phrase as a trade-mark.

Suggestive marks are now looked upon with favor in the trade-mark division. This fact is evidence of the progress made in broadening the service of the Patent Office. There is no doubt that a number of marks within this class, registered within the last year or two, would not have been allowed registration five or six years ago.

Many advertisers and  
agents are amazed to  
learn that more than  
300,000 people walk  
up to the newsstand  
and buy

## College Humor

at 35 cents  
the copy every month.

New York  
George W. Stearns  
Flatiron Bldg.  
Ashland 7329

Chicago  
B. F. Provandie  
Advertising Director  
310 So. Michigan Ave.  
Harrison 3433

Los Angeles  
Gordon Simpson  
Chapman Bldg.  
Phone 827 — 408

## *This is a Work of Appreciation*

I have a man who, through no fault of his own, is leaving our organization and this is an opportunity for someone to get the kind of man they always are looking for, but rarely find.

He has so many good qualities it is hard to bring up any specific ability, but if you need a man who can display initiative and aggressiveness in all sales situations, who accepts responsibility and knows how to obey orders as well as give them, who can write a most unusual sales letter that gets under the hide of the customer, who is a success as a personal salesman and who is young enough to develop still further—then drop me a line and let me tell you about him in detail.

I have a number of jobs for him now, but I would like to see him get his real opportunity this time, so, if you are interested, get busy today.

ADDRESS "T.," BOX 95, CARE OF PRINTERS' INK

## Printing Salesman Wanted

An unusual opportunity for an experienced printing salesman with proven ability to handle a large volume of high class printing and who has a broad knowledge of advertising which will enable him to function with National Advertisers on Direct-Mail, Point of Sale, and other forms of advertising.

This is an exceptional opportunity to increase your earnings through the handling of lithographic advertising material in addition to high class color printing.

Give all particulars in your first letter, volume and character of printed matter you are now handling, and scope of your advertising experience. The matter will be held strictly confidential.

*Atlantic Lithographic & Printing Company*  
448 West 37th Street • New York

## James McClymont Joins Dunham Corporation

James McClymont recently director of sales of the electric appliance division of the Savage Arms Corporation, New York, has been elected vice-president and sales manager of the George W. Dunham Corporation, Utica, N. Y. The Dunham corporation was recently formed to manufacture a new electric clothes washer and other electrical appliances.

## Automotive Campaign Soon to Start

A campaign using automotive sections of Sunday newspapers in a number of Pacific Coast cities will soon be started by the Ersted Machinery Manufacturing Company, Portland, Ore. This account is directed by the Portland office of the Honig-Cooper Company, Inc., advertising agency.

## Gain in Sterling Products Profits

Sterling Products, Inc., Wheeling, W. Va., Cascarets, Bayer's Aspirin and Danderine, reports a net profit of \$4,734,697 for the year 1924, after all expenses and reserves for Federal taxes, against \$4,642,255 in 1923, a gain of \$92,442.

## Starts Publication for News Merchants

*Distribution* is the name of a monthly newspaper for news merchants which will commence publication with a March issue. The Distribution Publishing Company, Inc., New York, is the publisher. George E. Grant is editor.

## Government Issues Bulletins on Retailing

Two trade information bulletins on retailing have been published by the Bureau of Foreign and Domestic Commerce. They are: No. 302, "Co-operative Retail Advertising," and No. 303, "The Education of a Retail Sales Force."

## Joins Eastern Advertising Company

E. A. T. Lavin has joined the staff of the Eastern Advertising Company, Boston, Mass., car card advertising in New England. He was formerly superintendent of sales of the Winchester Arms Company, New Haven, Conn.

## H. T. Oyen with Bellamy-Neff

Harry T. Oyen, formerly with F. W. Van Name, Inc., New York advertising art counselors, is now associated with the New York office of the Bellamy-Neff Company, Chicago advertising agency, as associate copy writer and director of art.

# TOILET GOODS

## Representative Women's Magazine

We want a young man with the following qualifications to work with representative specializing in toilet goods accounts. The man we have in mind may have obtained his experience on this type of merchandise through work with other publications, as assistant to sales or advertising manager of manufacturer, or in actual selling to druggists and department stores, or in a store.

Applicant must know how to obtain data, analyze and present it—and above all, he must know how to work effectively and intelligently in face of keen competition.

For such a man there awaits an interesting future with large New York publishing house. Send full details, experience, age, religion and salary expectations, in first letter.

Address

"R.," Box 94, Care Printers' Ink

## WANTED—Article or Product With Real Sales Possibilities

An unusual opportunity to secure the services of a high-powered sales organizer. A man of high standing and financially responsible. As personal salesman and manager of two of the largest and most successful sales organizations in New York City, he has made a record rarely equaled in the selling field.

Your product or line must be one in which the earning possibilities are limited only by the ability of your representative. Advertiser will consider:

The exploitation of a new product.

The direction of an existing sales organization.

Eastern representation of out-of-town manufacturer.

Personal interview will be promptly arranged.

"W. D.," Post Office Box 107, Times Square Station, New York

**WANTED****Field Sales Manager**

One of the three largest manufacturers of gas radiant heaters needs a crackerjack field Sales Manager with specialty experience. He must be able to organize field forces and have a reputation as a go-getter and live-wire, and be self-reliant. He will be backed by an advertising and merchandising campaign; preferably between 30 and 40 years; Gentile. Must be capable of earning over \$5,000. Reply, giving references, experience, etc., to

"W.," BOX 96, PRINTERS' INK

## Do You Want Southern Sales ?

A born southerner whose business experience has been about equally divided between these two sections, now a resident of New York, desires to represent a good line or high grade specialty in the middle-south.

Wide range of selling experience, also hiring, training and direction of salesmen.

The proposition must offer possible earnings of at least \$10,000 a year.

Best references as to character and ability. Age 37. Family.

Address "D.," Box 240, care of Printers' Ink.

## New Copy Policy for Weed Chains

The copy for Weed chain advertising in 1925, according to the plans of the American Chain Company, Inc., Bridgeport, Conn., will feature the utility of chains as an aid to better control in driving, and relief from nervous tension which they afford at the wheel in bad weather. Accident prevention which has long been featured in Weed advertising, will still be given emphasis. The new copy will appear in large space in magazines and business papers. It also will be used in outdoor and direct-mail advertising. The account is directed by the Reincke-Ellis Company, Chicago advertising agency.

## Sales of General Tire Com- pany Up 50 Per Cent

The General Tire & Rubber Company, Akron, Ohio, reports sales amounting to \$13,152,000 for 1924, an increase of 50 per cent over 1923. Profits amounted to \$1,500,000 in 1924, a 25 per cent increase over 1923. William O'Neil, president of the company, stated that a considerable amount in sales was lost because of the limitations of the factory, which could not produce tires fast enough, in spite of the fact that three additions to the factory were made within the year. Three more additions are now under way and the capacity of the factory will be increased 50 per cent.

## Joins Bishopric Manufacturing Company

J. Pape has become associated with the Bishopric Manufacturing Company of California, Los Angeles, in the capacity of advertising manager. He was previously advertising and service manager of the National Builders Bureau, Spokane.

## California Publications Merged

The *California Home Owner* and *Homecraft*, monthly magazines published at Los Angeles, have been consolidated under the title of *California Home Owner* and *Homecraft*. This merger becomes effective with the February issue.

## Hart Schaffner & Marx Profits

Hart Schaffner & Marx, Chicago, report net profits of \$2,041,383 for the fiscal year ended November 30, 1924, against \$2,541,249 in the previous fiscal year.

## F. A. Kimball Leaves John Budd

Frederic A. Kimball has resigned from the sales staff of the John Budd Company, publishers' representative, New York.

## ***How goods get to market— and how they are resold—***

*with actual examples of every possible  
method and medium of merchandising in*

***Robert E. Ramsay's new book***

# **Constructive Merchandising**

OF EFFECTIVE PLANS FOR INCREASING SALES

THE same vivid, terse, factful style that has made the author's works the most authoritative and widely read books of their type is seen on each page—in every paragraph—of his new volume.

"CONSTRUCTIVE MERCHANDISING" is not just another book on advertising—it tackles the problems of *selling merchandise*—and while advertising plays a star part, the author never allows it to become the whole show.

### ***Fact Examples Back Every Statement***

The reader of "CONSTRUCTIVE MERCHANDISING" is never asked to "suppose." He is given actual instances and their results. He is never asked to theorize—but is shown practical and successful applications. Every statement made is backed by facts—facts gathered during, and based on, Mr. Ramsay's quarter-of-a-century's work in the field. And so thoroughly is this book indexed that the latest proved merchandising principles are instantly available.

### ***245 Illustrations***

Every point that needs illustration is illustrated. Charts, tables, diagrams, reproductions, etc., clearly picture important facts. There is as much usable information in the illustrations alone as you will find in many entire books.

### ***Valuable for Manufacturers, Wholesalers, Retailers—Every Type and Kind of Distributor***

"CONSTRUCTIVE MERCHANDISING" is as valuable to the manufacturer as it is to the storekeeper—as useful and pertinent to the jobber as it is to the advertising man. *Every* branch of Distribution is clearly, concisely and practically analyzed. Whether you sell groceries, drugs, hardware—or many other products—you will find direct reference to your business.

A TEXTBOOK FOR THE  
NOVICE

A DESKBOOK FOR THE  
VETERAN

Bound in Maroon \$6.00  
Interlaken Cloth

722 pages, 5¾ x 8¼

By Mail, \$6.20

**D. APPLETON & COMPANY**  
35 West 32d Street  
New York, N. Y.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF

C. B. Larrabee, Roland Cole  
E. B. Weiss, Bernard A. Grimes  
Ralph Rockafellow, Thomas F. Walsh  
James H. Collins, Special Contributor

Chicago: G. A. Nichols  
D. M. Hubbard  
Russell H. Barker

Washington: James True  
London: Thomas Russell

NEW YORK, FEBRUARY 5, 1925

## A Super-Salesman's Secret

We are familiar with the case of a salesman who last year achieved a truly remarkable record in selling electrical wiring. For days at a time this man has made a sale on every call.

His results have been so extraordinary that many sales managers have been anxious to analyze his methods to see if there is something in them that could be used by salesmen in other lines. With this in mind, we asked this man's boss to tell us the secret of this salesman's ability. The boss says there is no secret to it. The salesman does not use standardized methods. He has no set selling talk. The one thing he

always does is to assume, in his talk and actions, that the prospect is already sold on having his house wired for electricity, but has been putting off having the work done for one reason or other. The salesman tries to find what these "putting off reasons" are and after finding them, skillfully removes them one by one.

On one occasion he ran across a little village in which none of the homes was wired. He found it a prosperous negro settlement. Calling on the pastor of the local church, the salesman asked to have a town meeting called. The minister rang the church bell and thus assembled the congregation. The salesman was asked to take the pulpit. For more than an hour he talked to those people on the benefits of electricity. He assumed at the outset that such a thrifty, home-loving people, as they evidently were, naturally wanted electric lights, washers, vacuum cleaners, toasters, etc., but that heretofore they had been unable to have these conveniences because of the unavailability of electric power in the settlement. The salesman assured his audience, however, that the power company in a nearby town would extend power to the village if a certain number of them would contract to have their houses wired. He concluded his harangue with this question: "Now all you folks who do not want your homes wired, please put up your hands?" Of course not a hand was raised.

That salesman brings home the bacon nearly every time he goes after it simply because he recognizes that his prospects are already sold on his proposition and that all he has to do is to make it easy for them to buy.

It would be well for all manufacturers to keep this principle in mind, not only in their personal selling but also in their advertising. Most persons, today, are "sold" on the customary comforts, conveniences and ordinary luxuries. If they are not buying them, it is usually due to some objection, such as lack of money



or some one of the many other things that often hold up sales. The best selling does not concern itself with the creating of desire, but by showing people how they can satisfy a desire which already exists.

**From  
Flapper to  
Flap-Jack  
Flipper**

Much talk is heard today of the decay of home life in this country. The modern girl, we have been led to believe, has deserted the kitchen for the cabaret—has become a buyer of toilet preparations and luxury wearing apparel and has ceased to be a good prospect for articles used in the home. Such is the testimony of many superficial observers. If it were true, makers of modern conveniences, household appliances, food and wearing apparel might well be concerned over the disappearance of their present markets. Saturation would be no longer a theory, but a fact, present and unchangeable.

Saturation is a myth. No market is static. Crowding into it from all sides are units that were not there the day before. Information published by the United States Bureau of Education shows that today there are nearly 8,000 high schools in this country having courses for the study of domestic science and home economics with an enrollment of 400,000 girls and 3,000 boys. Ten years ago there were only 1,350 schools giving such courses. Similar courses are also taught in the elementary schools with something like 3,700,000 girls studying domestic science subjects. This means that probably more than 4,000,000 children of school age are learning to cook and keep house.

Those inclined to worry over market saturation need to be reminded, ever and anon, of two inextinguishable facts. One of these is that converting a prospect to the use or consumption of an article of merchandise means no more than an introduction. Advertising in its educational aspect completes its cycle of operation when the

prospect buys. The introduction may ripen into a beautiful friendship without any further assistance from advertising. But the chances are it will not. Thousands of people subscribe to educational courses who drop away after the first few lessons. Many people buy goods on terms of easy payment who find it still easier to stop paying and return the merchandise. Hosts of people buy once and never repeat. Advertising, so often likened to education, must not expect to be treated better than it deserves. It is one thing to get a boy into college but quite another to carry him through to graduation. Keeping a customer buying and using a product after the first purchase is advertising's continuing responsibility. How, then, can there ever be saturation?

Not to be forgotten is the other fact: Underneath the present market is another—the rising generation of soon-to-be men and women who are even now expressing their opinions and deciding sales. Over 4,000,000 children of school age are eager for a chance to show the folks at home something of what they are learning about modern labor-saving devices, dressmaking and the latest ways of preparing foods!

If modern education has found a way to reach the on-coming generation, has not advertising an equal opportunity?

**An  
Unimportant  
Throwback**

The prompt conviction of Stephen G. Clow, publisher of *Broadway Brevities*, New York, and two of his staff of advertising solicitors, on charges of misuse of the mails, shows how unhealthy the hold-up method of securing advertising has become since the business of advertising has grown up.

There was a time, thirty years ago, when word that "the boys" were having their annual picnic and would patronize the stores "which took an ad" and would be mad at those who stayed out, would get business. Today, some

people who were told that information of an unsavory character would be printed about them if they didn't come across with hush money, described by the publisher of this sheet as "advertising," stood pat and the conviction resulted. In other cases, some people did pay various sums for "advertising" yet never sent the paper any copy.

The *Broadway Brevities* case, which attracted wide attention because of the prominence of some of the witnesses, is of no special significance with this exception: it shows how quickly punishment comes to those who try to use the hold-up method of securing advertising in which threats of publishing scurrilous material in the editorial columns is used as a club to get advertising.

Fly-by-night mediums have no right to advertising. The advertising appropriation is no place for hush money or complimentary copy to flatter one group of customers.

Most advertisers today are buying space in established mediums. There is still some laxity in buying space but any man who reverts to the dark ages in trying to get advertising by threats, instead of on a basis of service delivered, will soon find himself waiting to hear the verdict of the jury.

Jail waits today for the publisher of a fake medium who uses his editorial pages to frighten advertisers into buying his worthless space.

**A Suggestion to Newspaper Publishers** What the political spellbinder doubtless would call the "crying need" of business today is better retail advertising. This being so, we have a suggestion to make to the newspaper publishers of the country, large and small.

The newspaper man is perhaps the one person who can carry the advertising message to the retailer in a way that will mean something. He knows local conditions. He knows, or ought to know, ad-

vertising and its general application. If to this he would add a broad view of the country's merchandising situation, he could be in a position to give the retailer some real help—and also help himself.

What is this situation?

The retailer lost more trade to the mail-order houses last year than in any two years during the last ten. The figure is higher than that, but we prefer to be conservative. He lost it, broadly speaking, because the things he had to sell did not cover sufficient range. When people cannot get what they want from him, they naturally turn to the mail-order catalogue. The retailer's stock has run down because, among other things, he had such a trying time with freak weather during 1924—although thinking the trouble was something else—that he is afraid to commit himself any distance into the future. He fears he will be caught with a stock of unsalable goods.

He doesn't realize all this. It is the newspaper man's duty and privilege to tell him. He will find it out for himself a year hence, but it is imperative that he should know it now.

And what then?

Advertised goods have had less trouble than others during the last year. The small-order evil affected them in smaller measure or not at all.

The application is plain.

The dealer should ally himself more closely with advertised goods because, even if the conditions of 1924 should repeat themselves, he can stock them with assurance. He can be at least reasonably secure against unexpected developments.

If he persists in being afraid, the natural thing is for him to pin his faith to goods that move—and to advertise his own business.

We are sure the newspaper men will get the idea. A little fatherly counsel to the retailer right now will pay big dividends later on—dividends for him and for everybody else concerned.

## WHAT DO YOU READ ?

BERTRAND L. CHAPMAN

*M*R. H. G. WELLS is "appalled at the insecurity of the mental and spiritual moorings of the American male. His character has been undermined by the ardent, mercurial womenfolk who have been set over him as teachers. He has been softened instead of hardened in the formative state. So real and so passionate is the enthusiasm of the American woman, whose dominance has affected the male with her sensuous and emotional state, that he approaches merely with enthusiasm things which should invite careful consideration and balanced judgment."

— H. I. Brock in THE TIMES.

**W**HAT difference does it make?", asks Bruce Barton, if the well informed do not "glut up all the stories about drink-mad stabbers, love-cult brides, modern Bluebeards, poisoned toadstools and incendiary spinsters together with more important social and political items."

Is it not possible, he asks, to free one's mind, as did Roosevelt, of "all the pull and tug of the non-essential" by having secretaries clip and paste up the essence of each day's news.

"It makes a lot of difference", replies Herbert Bayard Swope. "Knowledge is fed from four main springs: (1) What we are told — the traditional; (2) What we are taught in school and what we read in books — the academic; (3) What we do — the empiric; (4) What we read in the press — the journalistic."

Then he quotes Thomas Jefferson to the effect that if it were left to him to decide "whether we should have a government without newspapers or newspapers without a government, he would not hesitate for a moment to prefer the latter."

Apparently our best minds agree on this: It is *imperative*, whatever our early training, that we keep informed. This leaves us in a quandary as to our reading only (1) if we have no secretaries to clip and paste for us; (2) if we lack the time or the appetite really to digest the daily newspapers; or (3) if we believe that everything new, informative and needful to culture is not to be found in newspapers.

Perhaps some of us will do well to make time for books and magazines that may help us postpone the day when we shall be "back numbers." Many of these are easy and pleasant to read — even fascinating. Try

## THE FORUM

Guide, Philosopher and Friend  
of the Thinking Minority

EDITED BY HENRY GODDARD LEACH

Park-Lexington Building, New York



## Thomas A. Edison Answers a Letter—

*From the Laboratory  
of  
Thomas A. Edison,  
Orange, N.J.*

January 19, 1925.

Printers' Ink,  
186 Madison Avenue,  
New York City.

Attention: Mr. R. W. Palmer, Managing Editor.

Gentlemen:

Your letter of January 15 has been received.

I am interested in almost everything that is published in "Printers' Ink".

It is a continuous treatise on the psychology of selling goods.

Yours very truly,

TAE:O

*Thos A Edison.*

### *What Prompted Mr. Edison's Letter—*

To best meet the interests and needs of our subscribers, we frequently write to a typical list of PRINTERS' INK MONTHLY readers. They are asked to indicate, in the order of their preference, those articles they found especially helpful and interesting in the current issue.

# Advertising Club News

## Poor Richard Players Organized

The Poor Richard Players, a permanent organization within the Poor Richard Club, Philadelphia, was recently organized. It will be under the direction of the board of directors of the club.

Karl Bloomingdale, of the Bloomingdale-Weiler Advertising Agency, was



NEW HOME OF THE POOR RICHARD CLUB

elected leading man, (president). Other officers are: Stage manager (Secretary), Leonard Ormerod, general information manager, Bell Telephone Company of Pennsylvania; Box Office, (treasurer), Walter P. Dilge, of the Weeks Photo-engraving Company; property man, Joseph Green, and press agent, Jack Lutz, advertising director, W. B. Saunders Company.

## Hold Newspaper Night at Grand Rapids

Louis Wiley, business manager of the New York Times, and F. Guy Davis, business manager of the Chicago office of the Bureau of Advertising of the American Newspaper Publishers' Association, addressed a joint meeting recently of the Grand Rapids Advertising Club and the National Retail Furniture School. The occasion was called "A Night with the Newspapers."

Mr. Wiley discussed "News in Advertising," making a point that "good advertising, like a good newspaper, tells the news." He called particular attention to the waning of trade-mark and slogan advertising and the increasing presence of reason why advertising that tells the news of a product or service.

## Members Discuss Day's Work at Club Meetings

"Ye Ad-Club Round Table," recently organized as a department of the Greater Buffalo Advertising Club, has now reached an average attendance of close to 200 and has developed into one of the most important features of the club. Meetings are held twice a month and at each gathering some Buffalo advertising or sales manager sketches for the benefit of members the methods used in his daily work. There are no formal "addresses" and each talk is limited to allow for a somewhat lengthy discussion of the various points brought out by the speaker.

Francis B. Frazee of the Larkin Company is chairman in charge of "Ye Ad-Club Round Table."

## New York Club to Charter Convention Train

Members of the Advertising Club of New York have voted to charter a special train to carry the New York delegation to the convention at Houston of the Associated Advertising Clubs of the World. The club originally planned to send 100 delegates but this number has now been increased to 150.

## Elected Director of Baltimore Bureau

R. W. Test has been elected a director of the Baltimore Better Business Bureau. He succeeds Walter B. R. Wright who resigned to join the Maryland Motor Club as executive secretary.

## South African Club Joins World Association

The second South African member was added to the Associated Advertising Clubs of the World with the affiliation of the Publicity Club of Natal, Union of South Africa. Andrew Smail is president of the club which has sixty-two members. Vyvyan Smith is secretary.

## Washington Club to Hold Annual Dinner

The Washington, D. C., Advertising Club plans to hold its annual dinner at the Mayflower Hotel on April 14. S. E. Selinger has been appointed director of the committee in charge of arrangements.

## Associated Clubs Adds British Member

The Publicity Club of Leeds, England, has become a member of the Associated Advertising Clubs of the World. J. Fraser Johnson is chairman.

## Future of Public Utilities Rests on Advertising

"In effectively advertising the truth rests the future success or failure of privately owned public utilities operating under Government regulation," declared E. O. Edgerton, president of the East Bay Water Company, Oakland, Calif., speaking before the San Francisco Advertising Club recently. "Public utilities will succeed or fail," he added, "depending on whether they can convince the public of the economy of private operation."

\* \* \*

## Club Formed at San Bernardino, Calif.

An advertising club has been formed at San Bernardino, Calif. Milton R. Standish is president and Lyman S. Rich, secretary-treasurer. The new club will become affiliated with the Associated Advertising Clubs of the World.

\* \* \*

## George Black with Buffalo Bureau

George Black, formerly with the Cincinnati Better Business Commission, has joined the merchandising department of the Buffalo Better Business Bureau.

\* \* \*

## Associated Clubs Adds New Member

The Advertising Club of Greensburg, Pa., has become a member of the Associated Advertising Clubs of the World.

\* \* \*

## Discusses Ways to Make Advertising More Effective

What reasons guide advertisers in their determination as to what unit of space will be most effective in getting their messages over to the public? Should they use small space, full pages or double-page spreads? Will the unit of space decided upon produce the most

results if color is used or will black and white answer the purpose? At some time these are questions which all advertisers must decide.

These and other problems confronting advertisers received a very thorough discussion in an address made by G. Lynn Sumner, vice-president of the Women's Institute of Domestic Arts and Sciences and president of the Association of



G. LYNN SUMNER

National Advertisers, at a meeting last week of the New York Advertising Club. A report of his speech appears elsewhere in this issue under the caption, "Some Advertising Wastes and How to Eliminate Them."

## Western Advertising Clubs to Hold Convention

The Eleventh District of the Associated Advertising Clubs of the World will hold its annual convention at Boulder, Colo., on February 27 and 28. John F. Greenawalt, publicity manager of The Mountain States Telephone & Telegraph Company, Denver, is chair-

man of this district, which includes Colorado, Utah, Idaho, Wyoming, New Mexico, Arizona and Nevada.

Mr. Greenawalt has appointed the following program committee: Chairman, L. J. Cuniff, manager of the Denver office of The H. K. McCann Company; F. D. Zimmerman, advertising manager, Continental Oil Company; Boon McCallum, Conner Advertising Agency,



JOHN F. GREENAWALT

and W. L. Bracey, of the University of Colorado.

Among the speakers who are scheduled to address the convention are: Lou E. Holland, Martin L. Pierce, Carl Hunt, Dr. George Norlin, president of the University of Colorado, and Clark G. Mitchell, vice-president of the Denver National Bank.

E. K. Hartzell, president of the Advertising Club of Boulder, which will be host to the convention, has appointed the following committee of arrangements: H. E. Britzman, F. E. J. Ronsholt, N. E. Black and C. D. Scott.

\* \* \*

## Advertising Should Win Public Confidence

Milton D. Bergey, a member of the advertising staff of the General Motors Corporation, addressed a meeting of the Montreal Publicity Association recently on "The Effect of Advertising and Selling on the Motor Car Industry." The principal theme of his talk was the inculcating and maintaining of confidence by the buying public in any company. He declared that more and more concerns were beginning to realize that in their advertising and all their business dealings they should maintain a high standard of integrity. Other speakers at the meeting were: K. T. Keller, general manager of General Motors of Canada, and Herbert Palin.

\* \* \*

## New York Advertising Club to Hold Annual Dinner

The New York Advertising Club will hold its annual dinner at the Hotel Biltmore on February 21. The dinner will be followed by a dance.

# The Little Schoolmaster's Classroom

DIAGRAMMATIC illustrations are almost always intensely interesting, but it has remained for an advertiser of a large estate to produce quite the most original picture of this kind which we recall seeing in years.

The Hamersley Estate, near Barrytown, Dutchess County,

highly artistic, which added to the charm and effectiveness of the design as a piece of advertising.

\* \* \*

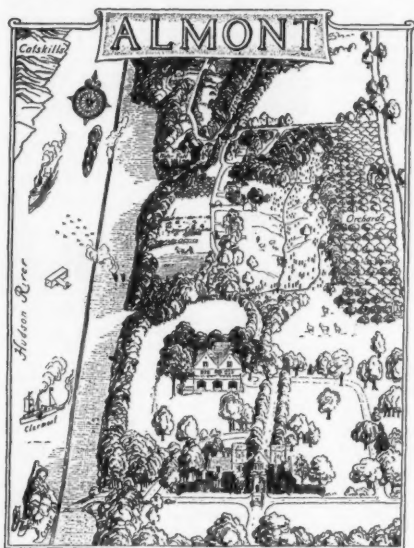
The Schoolmaster's dentist took time out long enough the other day to show him an advertisement in *Oral Hygiene* which had caught his interest and held it rather

tenaciously. The Dentists Supply Company, New York, ingeniously asked members of the dental profession to think a bit about the kind of goods and merchandise the poor are habitually forced to buy and get along with. "Seconds, thirds or shoddy is their portion so often," said this advertiser, "that in a matter of such vital importance to health and efficiency as teeth it does seem that they should expect something better from the dental profession than they continually receive from tradesmen. Give the poorer patients a square deal just on principle. They get fed up on shoddy, and professional men are the last people on earth who can afford to touch it—'cheap' stuff cheapens all who handle it."

The advertiser, who was pushing the sale of artificial teeth, urged dentists, as a matter of principle, to furnish the poor not necessarily with the most expensive work but with a good, reliable kind in which they, as professional men, can take pride.

"How will dentists react to this kind of advertising?" inquired the Schoolmaster. "Is this merely shooting into space or will it get somewhere?"

The dentist laughed. "Who knows?" he replied. "One thing



A NEW IDEA IN REAL ESTATE ADVERTISING

New York is a tract of 1,000 acres. There are numerous interesting buildings, a shore-front vista, groves, walks and orchards. The advertiser did not believe that words could properly describe the estate nor could a few disjointed photographic illustrations adequately paint the entire panorama. So an artist was sent to look over the grounds and he prepared a pen and ink, look-down diagrammatic vista which is unique.

The technique employed was





## ***Building Managers "Constructing" a New Office Building***

These men are serving on the Building Planning Committee of the National Association of Building Owners and Managers. They are consulting over plans for the Huntington Office Building, Columbus, Ohio, deciding upon the materials and equipment to be used for the new building.

The Building Planning Service is the outcome of a demand for the utilization of the experienced building manager's opinion on planning new buildings. Some of the important buildings upon which this committee has functioned include the Straus Bldg., Chicago, McJunkin Bldg., Chicago, Buhl Bldg., Detroit, Penobscot Annex, Detroit, and Estabrook Bldg., Seattle.

For a number of years building managers have been advising as single units with architects and owners in connection with new buildings and of course continue to do so. Some recent examples are:

*Holmes Onderdonk, Tribune Tower, Chicago.*

*W. O. Trainer, Bell Bldg., Chicago.*

*Chas. E. Horton, Dexter Horton Bldg., Seattle.*

*M. S. Halliday and Mr. G. D. McGwinn, Union Trust Bldg., Cleveland.*

*J. G. Morgan, Chamber of Commerce Bldg., Boston.*

*J. Clydesdale Cushman, Building Loan Bldg., New York.*

Are these men acquainted with your products? Do they know about their advantages? You can sell them thru their business paper, **BUILDINGS AND BUILDING MANAGEMENT.**



**PORTER-LANGTRY CO., Publishers**

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

## Salesmen— Can You Produce?

A fast growing service corporation has an opening for a salesman who can sell Multigraphing, Addressing and its affiliated service. To the man who can produce—the salary and commission can be as large as his own efforts will make it.

Write in confidence, "R. L. L.,"  
Room 2012, 150 Nassau St., N. Y. City.

To printing salesmen now employed we  
have a special proposition of real interest  
—strictly confidential.

## To Publishers and Advertising Agencies

A proven advertising sales executive, favorably known to national advertisers of New York City and State and the East, is available as solicitor or contact man. University graduate, technically trained. Age 36, especially experienced in the automotive field. A master salesman with A-1 references. Address "I," Box 97, Printers' Ink.

To  
Reach

{ Lumber Manufacturers,  
Woodworking Plants  
and Building Material  
Dealers use the

**American Lumberman**

A. B. C.

Est. 1873

CHICAGO

is fairly sure and that is that dentists will read it. You can't deny that this advertising gains a certain amount of new forcefulness and added influence through being hooked up with altruism. Most professional men are eager to believe in and cherish the thought of idealism in their work. They would like to put benefit to the patient above all else and with many of them there persists a desire to relegate selling to a place of minor importance. Unfortunately, that viewpoint gets some rough knocks with the result that many dentists become better salesmen than professional men. My opinion, as a dentist who has seen a lot of poor work go under the bridges, is that advertisers can profit by playing honestly on the professional man's pride. Advertising that does that may sell or it may not, but it will never be ignored."

\* \* \*

There is, it seems, such a thing as a great business reaching a place where mere increase in size is no longer the main object.

The Schoolmaster, while discussing this subject with a manufacturer the other day at lunch, was much interested in a story the latter told about Z. G. Simmons, president of The Simmons Company, which is recognized by the furniture trade as being the country's largest producer of beds.

Mr. Simmons, talking over general matters one day with some of his department heads, reminded them that there was not

## PARLEZ-VOUS FRANCAIS?

DO you know that the sixth city of North America is in Canada—and that 80% of its population speak, write and read French? Canadian advertising is the study of a lifetime—not simply an expenditure to be tacked on to your U. S. appropriation.

**SMITH, DENNE & MOORE, Limited**

General Advertising Agents, TORONTO, CANADA

the least bit of doubt as to the ability of the company to go almost as far as it liked in the matter of sales volume and all around growth. The company had passed its probationary period, had built on the most solid kind of foundation and could look ahead to an indefinite cumulative increase in business, measured only by the effort it desired to put forth.

"If I should die right now," Mr. Simmons said, "I suppose it could be truthfully said of me that I had made and sold more beds than anybody in the world. If I should live ten years there would be even more reason to say this because, of course, we are going to grow at an amazing rate. If we keep up our quality and our advertising as we certainly shall do, multiplied growth will be inevitable.

"But I don't want that sort of thing said of me. I would much rather have people say something like this:

"Well, I see that Z. G. Simmons has passed on. He made the best bed and the best-looking bed in the world. I don't know how big his company is or how much money he made. But the bed is a wonder."

"What I want you men to do is to study the manufacturing end more. If there is any possible thing we can do to make these beds of ours better or to enhance their appearance I shall be much more interested in it than any ideas about increasing the sales."

The Schoolmaster has had frequent occasion to remark that money-making, while of prime importance, is after all somewhat of an incident in the working plans of some of our greatest manufacturers. Or perhaps it would be more accurate to say that the getting of money is a means to an end, the end being perfection of service. People some day are going to get close enough to the heart of big business to see this. They are already getting there. Meanwhile, it may be suggested that the false modesty of the producers of many

## EVENING HERALD

Los Angeles, Cal.

**Gained 6,631**

**Daily Average Circulation**

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

**It Covers the Entire Los Angeles Field Completely**

### REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

## You need this lettering device

—if you make layouts and dummies or if you use, or would like to use, Hand Lettering. The headlines above and below were lettered by a novice without training or ability.

### The VIZAGRAPH

is not a rubber stamp, stencil or photographic process. It is a practical device that does perfect Hand Lettering in many styles and sizes. It is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet containing samples of VIZAGRAPH Work.

**VIZAGRAPH Company**  
154 Fifth Ave., New York City



## House Organs

We are the producers of some of the oldest and most successful house organs in the country. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

**The William Feather Company**  
607 Caxton Building : Cleveland, Ohio

### PREMIUMS AND PREMIUM SERVICE

—We save our customers on cost of premiums all overhead expense, all investment in merchandise and all worry and bother of buying, handling and distributing premiums.

—We give our customers the benefit of 25 years' experience in the premium business.

—There is no charge of any nature for our Service except as represented by the small profit on jobbers' cost of premiums ordered. Premiums are paid for after delivery to the customers of our patrons. They are guaranteed against damage and dissatisfaction.

—The cost of this Premium Service is very much less than the expense involved in purchasing, stocking, packing and delivering from a department of a single concern. The saving in detail is very great.

—Booklets explaining everything mailed on request.

THE PREMIUM SERVICE CO., Inc.  
199 Franklin Street New York

### Our Highest Recommendation

goes with these two men. We find it necessary to let them out due to a reorganization of our business. They have served us with entire satisfaction in our work as publishers' representatives in a very unique field.

**Salesman and Executive:** This man has sold space in our unusual medium for the past year; has high standing with advertisers and agencies in New York and vicinity. Was formerly executive in a southern printing and stationery house. Desires connection in the capacity of advertising salesman, department head or manager in any business with a future. Virginian. Age 31. World War veteran; married; Gentile.

**Production Man:** Has had entire charge of our production, purchasing, paper, stationery, printing, art work, engraving, etc. Familiar with type, copy and layout. Has knowledge of general detail and office work and checking of newspaper advertisements. Formerly assistant to advertising manager of large financial house. Desires position with advertising agency.

Address "O," Box 242, care of Printers' Ink

### DIRECT CASH MAIL ORDERS

More than you ever thought possible, using Pallen's New Return "Cash-Order" Device. Write for sample and prices.

J. PALLEN & CO., Columbus, Ohio

of life's necessities is preventing them from telling such things to the people in advertising. They are getting rapidly away from this viewpoint, however. And this is why, ten years from now, you are not going to hear nearly so much half-baked agitation about business squeezing the life out of the "people."

\* \* \*

In "The American Outlook," published by the American Laundry Machinery Company, the Schoolmaster finds a striking example of how industry was conducted in the "good old days of our forefathers." It is a reproduction of the rules and regulations of the factory of Amasa Whitney of Winchendon, Mass., and bears the date July 5, 1830. A few of the rules follow:

Rule 1. The mill will be put in operation ten minutes before sun-rise at all seasons of the year. The gate will be shut ten minutes past sun-set, from the 20th of March to the 20th of September; at thirty minutes past eight from the 20th of September to the 20th of March; Saturday at sun-set.

2d. It will be required of every person employed, that they be in the room in which they are employed, at the time mentioned above for the mill to be in operation.

9th. Anything tending to impede the factory in working hours without the consent of the Overseer.

9th. Any thing tending to impede the progress of manufacturing in working hours, such as unnecessary conversation, reading, eating fruit, etc., etc., must be avoided.

10th. While I shall endeavor to employ a judicious Overseer the help will follow his directions in all cases.

15th. The hands will take breakfast from the 1st of November till the 1st of March before going to work—they will take supper from the 1st of May until the last of August, thirty minutes past five o'clock, P.M.—from the 20th of September till the 20th of March, between sun-down and dark—twenty-five minutes will be allowed for breakfast, thirty minutes for dinner and twenty-five minutes for supper, and no more, from the time the gate is shut till started again.

It is rather difficult to realize that these rules were promulgated

### "GIBBONS knows CANADA"

TORONTO

J. J. Gibbons Limited, Advertising Agents

MONTREAL

WINNIPEG

less than ninety-five years ago. The Schoolmaster likes to speculate on what might have been the feeling of Amasa Whitney had he been asked his opinion of the seven-hour day.

### J. J. Newberry Sales Gain

Sales of the J. J. Newberry Company, chain stores, New York, for the month of December, 1924, were reported as \$1,116,506, compared with \$823,786 for the same period in 1923, an increase of \$292,720. For the twelve months of 1924, sales were \$5,114,338, as against \$3,564,946 in 1923, a gain of \$1,549,392.

At the close of last year the chain had sixty-eight stores in operation, seventeen new stores having been opened during 1924. The company plans to open ten new stores in 1925.

### E. J. Byrne with Howland and Howland

Edwin J. Byrne, who has been with Hanff-Metzger, Inc., New York advertising agency, for, the last eight years, has joined the staff of Howland and Howland, publishers' representatives, New York. Mr. Byrne was assistant manager and space buyer of Hanff-Metzger.

### Newspaper Campaign for Strawberry Rhubarb

Slack Bros., nurserymen, Waterloo, Que., plan an advertising campaign to start shortly on their strawberry rhubarb. Newspapers will be used. This campaign will be directed by the Montreal office of the Consolidated Advertising Agency.

### Do You Wish More CIRCULATION?

Secure part-time service of well-known circulation manager. Exceptional experience with largest publishers, general and trade. Monthlies and weeklies, newsstand and subscription. Was offered "name your own salary" job with largest N. Y. publisher a month ago. Address "Q." box 244, care of Printers' Ink.

## LITHOGRAPHED LETTERHEADS

For \$1.25<sup>PER</sup> THOUSAND COMPLETE

THIS exceptionally low price applies to lots of 25,000 lithographed in black on our White Paramount Bond, 20 lb. basis. On billheads, statements, note heads and half size letterheads, size 5 1/4" x 8 1/4" our price is 90c per thousand. If you have no engraving we will furnish one at actual cost. This charge is made on your first order only. Booklet of engravings and prices, also samples of our work will be sent you on request.

Envelopes Lithographed to match \$2.00 per thousand

GEO. MORRISON CO.

422-430 East 53rd St. New York City

TELEPHONES PLAZA 1874-1876

Established 1898 Incorporated 1905

## WANTED—A man who can write—

—a man who can sense the romance in machinery—who can put real literary quality into advertising of engineering products.

The man for this job needs common sense rather than an engineering education. He needs the poise and personality to meet and work with important advertisers. And most of all, he must know how to write convincingly.

One of the large publishers of engineering journals is looking for this man. If you know of him, write details stating salary expected.

Address "J." Box 239, P. 1.

## Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

# Brockton Daily Enterprise

## Printing 23,000 Daily

Flat Commercial rates 6 1/2 cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



### Publishers-Special Representatives

Can you use a man of 24 years' experience in the Chicago national field? Nineteen years vice president and western manager of a special agency representing a large number of prominent newspapers, and five years as western manager of one of the largest metropolitan newspapers. Competent to take charge of national advertising dept. in publication office, to give exclusive representation in Western national field, or to take management of Chicago office of newspaper special agency. Address "C," Box 99, care of Printers' Ink, 230 So. Clark St., Chicago, Ill.

### EUROPE

A New Yorker of extensive business, professional and research experience will sail March 24 to make comprehensive studies of social, economic, domestic conditions and habits, including industrial and agricultural, in fifteen European countries. Could I do anything for you on my trip?

Address "F," Box 238, Care of Printers' Ink

### If—

you can put us in touch with an occasional printing job or an account, we will be glad to pay you a regular commission. High grade direct-by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn. Station. This is not aimed at regular printing salesmen. Address "H.," Box 84, c/o Printers' Ink.

### Proprietary Food Product

An opportunity to buy going concern, manufacturing and merchandising a trade-marked quality condiment. Location, New York City.

PRICE \$30,000

Address "K," Box 90, Printers' Ink.

### A REDHEADED SALESMAN Wants a Better Job

Thoroughly qualified (twelve years' experience) to handle executive or sales end of Machine Tools, Foundry Equipment or Specialties in the higher price class. Now employed. Age 36. Prefer New England. Address "B.," Box 98, care of Printers' Ink.

### Rotogravure Campaign for Tuxedo Tobacco

The American Tobacco Company, New York, has started a campaign on Tuxedo smoking tobacco, using full pages in the rotogravure sections of Sunday newspapers throughout the United States. Color also will be used in many cities. This campaign is directed by Dorrance, Sullivan & Company, New York advertising agency.

### Made Vice-President of American Radiator

Andre Mertzanoff has been elected vice-president of the American Radiator Company, New York, Arco products. He has been associated with the company since 1910 as head of the executive planning and research department.

### Southern Publishers to Meet at Asheville

The twenty-fourth annual convention of the Southern Newspaper Publishers' Association will be held at Asheville, N. C., on July 6, 7 and 8. This decision was made at a meeting of the board of directors, which was held last week at Chattanooga, Tenn.

### Death of John J. Maney

John J. Maney, assistant secretary of Griswold & McWain, publishers of the *Batavia, N. Y., News*, died on January 31 at Batavia. He was also managing editor of the *News*.

### SALES PROMOTION EXECUTIVE

required by New York District Sales Division of one of the largest roofing manufacturers whose products are most extensively advertised. The work is sales promotion in all that the name implies; correspondence with salesmen and trade; increasing sales through regular channels; locating and developing new markets; follow up on national and direct-by-mail advertising campaigns. In your letter be brief, but complete. Quick action necessary. Give telephone number. Address "Z.," Box 245, care Printers' Ink.

### LETTERING and DECORATION

344 W. 28  
NEW YORK

RALPH E. DEININGER LACKNA  
ADVERTISING DESIGNER 4749

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

Half of airy, well lighted advertising office for rent, furnished, \$25.00. Splendid opportunity for artist or advertising man to work on co-operative basis with congenial associate. Simmond, 1674 Broadway.

\$1,500 buys well-established direct-by-mail business having as clients hotels, schools, and other institutions; associated with recognized newspaper agency in Times Square. Owner sells because of other interests. Box 599, P. I.

## PUBLISHERS—ATTENTION

We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub., Dept. 170, Han-nibal, Mo.

### 40% Net Profit

Four patented electric billboards in Philadelphia, on which the service has already been sold to the advertisers. A going business. Can be bought for \$5000.00 for one, or \$20,000—for four boards. \$2,000—net profit on one board. \$8,000—net profit on four. Box 600, P. I.

A well-equipped publication and job printshop, hour from New York, can handle one more weekly or monthly publication, or long runs of pamphlets, etc. Linotypes, Cleveland folder, wire stitchers, etc. Best mailing facilities. Schumann Art Print, South Norwalk, Conn.

### Western Representative Wanted

A trade paper has an excellent opportunity for capable man covering Chicago, St. Louis, Cincinnati, etc. Must be a thoroughly reliable, all-around hard worker. As the recognized leader in its field and a member of the A. B. C. this publication furnishes an excellent foundation for the right man. Reasonable drawing account to start, which can be readily increased by faithful solicitation. Address Box 612, Printers' Ink.

A Sectional Drug Trade Journal, with paid circulation better than 5,000 copies monthly and with substantial advertising patronage, wants special (advertising) representative on commission basis. We do not compete with general drug trade journals, but we do prefer special who has no other paper of this kind on list. Or will consider representation as side-line by publishers' representative who travels drug manufacturing centers like New York, Boston, Detroit, Chicago, Philadelphia, Baltimore, etc. Address, in confidence, Box 579, care Printers' Ink.

**WANTED**—Representation in Boston, Philadelphia, San Francisco and Chicago, for a new weekly magazine—strictly commission basis. Liberal arrangements. Box 578, Printers' Ink.

## WE WANT BUSINESS

Two year old New York Advertising Agency with a reputation for highest character advertising service wishes to come in contact with agency man with established clientele, or one now heading his own business and desirous of merging. Might consider proposition representing Western agency in New York. Drawing account seekers need not respond. Box 605, Printers' Ink.

## HELP WANTED

### Salesmen

conversant with Printers' Machinery, Type and Supplies. Territory Metropolitan district. Machinery. Box 580, P. I.

**Do you know advertising values?** Can you sell? Unusual opportunity for sales executive reasonably versed in marketing to sell specialized sales promotion, financial and direct advertising service. Full- or part-time. Box 590, Printers' Ink.

**Two Subscription Solicitors**—About March 1st we are going to need a couple of capable subscription men to work on a high-class trade journal in a somewhat limited field. Competition demands men who can sell on first call and travel fast. Permanent employment if you make good. Give full information on experience, references, and your earning capacity. (We will pay salary and commission, or commission alone.) This is a Southern Ohio publisher. Address, in confidence, Box 597, care of Printers' Ink.

### Copy and Production Man or Woman

We need a rather unusual type of experience to fill a good position in New York. The person to fill it must have had actual Agency experience in Copy or Production Department—must have actually handled national accounts. Must know how to buy and where to get the best art work, plates and printing. Must know how to write Trade Paper, Direct-by-mail and Consumer copy with a distinct Style appeal for Men's or Women's Apparel or Dress Accessories. Write giving complete experience in first letter. State salary required. Box 602, P. I.

## PUBLICITY WOMAN

Religious organization desires sensible, experienced newspaper or publicity woman to assist busy Publicity Director. Give full, detailed particulars in confidence, including salary. Box 583, P. I.



## Printing Ink Salesman

with following can purchase interest from commissions, drawing account allowed. Ink Salesman. Box 581, Printers' Ink.

**Advertising Assistant**—For Philadelphia Printing Plant. Ability to write copy; know typography; make good layouts and dummies for direct-by-mail and creative printing.

(Fine artist ability not necessary) Christian. Good personality. Permanent position with opportunity. Salary moderate to start. State qualifications in full detail. Box 592, Printers' Ink.

**There is an opportunity** with a group of closely allied trade publications for a real advertising solicitor—a man who does not expect a million-dollar draw before he proves his worth; a man who is willing to throw his whole heart and soul behind the proposition. The magazines are in the women's apparel field, and the man who has had some experience with women's apparel merchandising would be preferred. Box 593, Printers' Ink.

**Capable all-around girl** wanted in small advertising and publishing business in New England city near Boston. Prefer girl with metropolitan experience who wants to live in smaller city. Work includes writing and laying out newspaper ads and booklets, contact work, and acting as managing editor of high grade monthly magazine for women. Permanent opening with bright future for wide awake girl who can take responsibility. In reply, tell exactly what you have done in the advertising or publishing fields; tell something about yourself personally; your ambitions for the future, and your salary requirements for the present. Box 609, Printers' Ink.

### COPY WRITER

Permanent position in growing, completely recognized advertising agency in middle west. Experienced copy writer with sales and layout sense. Must be a worker and have common sense. Will handle trade paper, territorial newspaper and direct mail at start. Opportunity to grow from moderate salary to one of real remuneration. Give full details of education, family, experience, photograph and examples of work, salary wanted and when you can start, in first letter. Address Box 613, Printers' Ink.

### CIRCULATOR WANTED

#### Are You The Man?

A successful evening newspaper in central New England which has had an unusual growth during the past seven years desires to strengthen its circulation department. It wants to grow faster. Are you the man with the organizing and executive ability, the thorough knowledge of circulation and all its phases, possessed with determination to make progress for yourself, and have you the punch? If you are such a man, and your record substantiates it, we want you with our organization.

Give education, experience, references, salary or bonus arrangement you would expect, in detail.

All communications will be held confidential. Address Box 584, Printers' Ink.

**Competent advertising solicitor** wanted for high class jewelers' magazine. Must have good references of past performances. One able to produce. Opportunity for right man to get in on the ground floor. Salary and commission. Mr. Kaufman, Room 1206, 36 West 47th Street, New York.

## Counter Salesman

Printers' Warehouse. Salary according to ability. Counter Salesman. Address Box 582, Printers' Ink.

**SALESMEN WANTED FOR NATIONALLY KNOWN SPECIALTY.** Exclusive sale of Curtis Fibre Envelopes is offered for cities of Buffalo, Albany, Lancaster, Allentown, Wilkes-Barre and several other Eastern cities on part time basis. Specialty salesmen with established clientele now selling banks or offices can increase their income \$75 to \$125 during spare time; prospects almost unlimited; liberal commission. Write C. B. McClure, Sales Manager, 106 Ann St., Hartford, Conn.

**FOREMAN** for printing department of Pacific Coast bag factory making cotton and burlap bags. Must be qualified pressman, able to get quality production and understand stereotype work, engraving, record keeping of costs, filing of mats, copies, plates, etc. Good opening for a man of executive ability able to plan work and get results. Well equipped plant in good mechanical condition. Answer fully, giving complete former experience, age, qualifications and salary expected. Supt., Bemis Bros. Bag Co., Seattle, Wash.

### MISCELLANEOUS

## MAILING LISTS

2,500 names and addresses of Farmers in Ashland County, Ohio, \$10.00; 99% correct. G. T. Shearer, Ashland, Ohio.

### STOCK ELECTROTYPES



Our CUT CATALOGUE—15th Ed.—shows nearly 1500 advertising cuts. Price, 50c (stamps or coin). An entertaining picture book.

Spatula Pub. Co., Boston 14, Mass.

### POSITIONS WANTED

**A young woman** trained in office management. Last position four years, advertising department publication office. Good stenographer. Advertising agency experience. Address Box 606, P. I.

## Copy Writer

Eight years' experience on several accounts. Now available. Address Box 607, Printers' Ink.

### ALL-AROUND ARTIST

and mechanical production manager; experience with advertising, printing and engraving organizations; prefers to locate within New York or Philadelphia districts. Good co-operator. Not particular about salary to start. Box 598, P. I.



**WE CONNECT THE WIRES**

**WELL-KNOWN MANAGING EDITOR OF NATIONAL PUBLICATION** seeks advantageous change. Eleven years with trade papers and magazines; over six years in executive capacity. Training not confined to editorial department; one year in advertising agency gave him workable knowledge of production. Experience includes editorial and business writing, copy reading, planning issues and supervising make-up. Age 36. College. No. 796.

**FERNALD'S EXCHANGE, INC.**

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**Assistant Ad Man or Displayer**

A Creative Artist, an Improviser with Vision; Sense of Symmetry; Page-Davis Expert; Columnist (3 years). Salary, \$25. Box 587, Printers' Ink.

**ADVERTISING WRITER**

Ten years' copy, plan, promotion chief for big New York agencies and manufacturers on many important accounts. Full or part-time. Box 594, Printers' Ink.

**Mailing and Multigraph Expert**

Thoroughly familiar and competent to handle a Direct-Mail Department in the mailing, addressing, multigraph equipments, desires connection. Box 596, P. I.

**Two Good Men!**

Artist and Copy Man want assignments. Agencies, or Individuals. Copy, Art or both. Box 586, Printers' Ink.

**LETTERING AND LAYOUT**

Artist with knowledge of design, 8 years general agency and studio experience. Prefer assistant to art director. Box 604, Printers' Ink.

**Daily Newspaper**

publisher who can deliver the goods is open for connection. Address Box 589, Printers' Ink.

**Advertising, Sales Promotion and Publicity Woman.** Retail, Wholesale and executive advertising agency experience; proficient fashions, fabrics. Specialty or department store; best Fifth Avenue contracts. Box 614, Printers' Ink.

**Advertising Salesman,** wide experience; successful record; good acquaintance and standing New York and Eastern agencies, large national advertisers, and accounts different class, trade fields; available for publisher requiring reliable, aggressive worker; Christian; best references. Box 603, Printers' Ink.

**SALES PROMOTION MANAGER**

Aggressive, ambitious, well-trained. College and law school education. General business and sales promotion experience; sales executive. Last with large corporation, successfully promoted new model. Excellent recommendations. Desires permanent executive connection where advancement is possible. Box 585, P. I.

**WE CONNECT THE WIRES**

**ENGINEER,** several years marketing consultant with large manufacturers and agencies, wants to locate with one concern. Equipped to analyze merchandising problems as only one with wide consulting experience can. Successful record as organizer and executive. Will base compensation upon results. Age 38. Married. College degrees. Member of four engineering associations. Our No. 3496.

**FERNALD'S EXCHANGE, INC.**

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**ADVERTISING RADIO**

Young man possessing 15 years' practical sales promotion and advertising experience, also working knowledge of Radio, desires position with progressive manufacturer or agency. 35; married. Box 610, P. I.

**BOY 18 WHO LOVES TO DRAW WISHES TO MAKE HIMSELF GENERALLY USEFUL IN ART DEPARTMENT OF ADVERTISING AGENCY OR ART SERVICE STUDIO. W. WAGNER, 50 MADISON AVE.**

**Limited opportunity in present position** leads young advertising manager to seek new connection. Experienced in all phases of effective newspaper, direct mail, trade paper and outdoor advertising. Makes friends with everybody. Change on 30 days notice. Box 595, P. I.

**Your mailing lists half-dead?** Cuts and printing costs excessive? Advertising lagging? Copy too general? Campaign one-sided? Results wanted? Yes? Then you need this man as your advertising manager. Plan, idea, copy, layout, production experience. Request details. Box 591, P. I.

**Manufacturer's Trade Representative** Experienced in writing dealers' sales letters, creating their sales helps, planning their sales promotion and special drives, suggesting better retail store operation, and training dealers' salesmen. Employed but available on short notice. For interview write. Address Box 611, Printers' Ink.

**N. Y.  
ADV.  
MAN**

**Now Employed**

as account executive and service man with AA agency. Wide experience in copy, plans, production, contact. Age 37, married. All his life in advertising.

Minimum Salary \$100. Week

**The kind every big agency executive and sales manager claims he needs but can't find. Write Box 608, P. I.**

# Table of Contents

NEW YORK, FEBRUARY 5, 1925

Should Advertising Shoulder the Cost of Radio Broadcasting?.....	3
<i>Albert E. Haase</i>	
Try This on Those Who Ask: "Who Pays for Advertising?"...Lee Fleming	10
A Criticism of the Credit Man.....	17
<i>Ben H. Blanton</i>	
How Do You Treat Your Small Stockholders?.....	25
An Accessory Maker Grabs the Buck.....	33
These Pictures Place the Reader in a "Front-Row Seat".....	41
<i>W. Livingston Larned</i>	
Don't Overdo the Personal Note in Form Letters.....	49
<i>Ralph Crothers</i>	
National Advertising Commission Discusses Postal Matters.....	57
The Four Causes of Piecemeal Buying.....	69
<i>G. A. Nichols</i>	
Cluett, Peabody Buys Earl & Wilson Business.....	85
The Toy Model Has Its Limitations.....	86
Before You Set Quotas for Your Salesmen.....	88
<i>Hartwell Chandler</i>	
Tire Treads Can Be Registered as Trade-Marks.....	103
<i>Special Washington Correspondence</i>	
Some Advertising Wastes and How to Eliminate Them....	109
<i>G. Lynn Sumner</i>	
Don't Try to Hog the Entire Window.....	117
<i>Herbert Field King</i>	
Independent Grocers Not Ready to Surrender to Chains.....	125
Homely Copy That Strikes Home.....	133
<i>A. L. Townsend</i>	
Misspelled Words and Trade-Mark Registration.....	169
Editorials .....	176
A Super-Salesman's Secret—From Flapper to Flap-Jack Flipper—An Unimportant Throwback—A Suggestion to Newspaper Publishers.	
The Little Schoolmaster's Classroom.....	184

---

---

# First in the hearts of its sport-loving readers

Football and track news by former college stars; golf events reported by one of Boston's leading amateurs; stories of boxing, baseball, tennis and rowing by discerning writers who know, and can interpret, every phase of their subject.

These are typical of the thoroughness with which the Herald-Traveler serves the sports interests of sport-loving Boston. They are an example of the Herald-Traveler's exceptional news service in all departments—a service that makes this paper indispensable to its quarter-million readers.

Year in and year out, the Herald-Traveler completely satisfies a vast group of Boston's divided population that no other newspaper even attempts to cover. Write us on your business stationery for "Business Boston," an instructive booklet that should be read by every advertiser who intends coming to this rich market.

## BOSTON HERALD-TRAVELER



## What is the "traveling expense" of your advertising?

A MANUFACTURER, doing a national business that runs into millions and whose average sales cost is low, was astonished when an analysis revealed that sales in 18 states were costing him from 50% up to 3,039%.

His advertising had traveled too far. It had reached uncultivated territory. The inquiries and business it brought back cost more to handle than they were worth.

Whenever advertising covers more area than can be intensively and economically developed and served, its "expense account" becomes extravagant. Distribution scatters. The consumer demand created is largely wasted. Salesmen have to make long jumps. Transportation costs, both for salesmen and for the goods are excessive.

Concentrate advertising and sales pressure in The Chicago Territory (which has 1/5 of the wealth of the nation) and you will cut the "traveling expense" and increase profits.

### The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 600,000 Week Days and Over 1,000,000 Sundays

